

# effective telemarketing

description	<p>A one-day workshop exploring the basic rules of telemarketing in a practical way. When done correctly telemarketing is a powerful way to improve sales and get appointments. When done wrongly it becomes a source of annoyance to the customer. This workshop helps to overcome resistance, and gives confidence to those who make the calls.</p>
who should attend	<ul style="list-style-type: none"><li>• Everyone at the “sharp end” of telemarketing who wishes to increase their confidence by knowing what to say.</li><li>• People who need to organise and conduct a telemarketing campaign, including measuring the success rates.</li></ul>
features	<p><b>Setting Up the Campaign</b></p> <ul style="list-style-type: none"><li>• campaign objectives</li><li>• determining who to hit and in what numbers</li><li>• planning the approach</li><li>• mail and email shots - the how and the why</li><li>• qualifying prospects.</li></ul> <p><b>Making the call</b></p> <ul style="list-style-type: none"><li>• how to prepare for it and knowing what to say</li><li>• developing a simple script</li><li>• tone and pacing on the telephone</li><li>• telephone negotiation and keeping control of the call</li><li>• overcoming objections and getting commitment.</li></ul> <p><b>Measuring Success</b></p> <ul style="list-style-type: none"><li>• making sensible notes</li><li>• using information to assess results.</li></ul> <p><b>Attitude – the Ultimate Solution</b></p> <ul style="list-style-type: none"><li>• the value of positive thinking</li><li>• using positive habits to prompt successful results</li><li>• maintaining control over emotion &amp; feelings</li><li>• how to develop the win-win success attitudes.</li></ul>
format	<p>Tutorial presentation of ideas and concepts with full delegate participation encouraged, to identify how the concepts can best be applied to improve business results. Uses practical practice with telephone training apparatus to give delegates the confidence so they can do it when they leave the workshop.</p>
benefits	<ul style="list-style-type: none"><li>• Improved business results through more professional contact with customers.</li><li>• Increased delegates' confidence in their own ability.</li><li>• More quality appointments generating more sales.</li><li>• Less time wasted chasing no-hopers.</li></ul>

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## For more details of our consultancy and training support

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