

Telephone  
prospecting and  
how to warm up  
a cold call

## Mastering Cold Calling

### Purpose

To build competency in initiating new business relationships and win back inactive customers

### Objectives

Participants completing *Mastering Cold Calling* will be able to

- Make new contacts by phone and email
- Have an enhanced understanding of the customer's point of view towards unsolicited sales approaches
- Stay motivated in the face of disinterest
- Quickly win the customer's attention and interest
- Use a structure for developing effective opening statements
- Employ questioning strategies to build customer interest and awareness of needs
- Present clear and relevant information.
- Close and gain agreement to next appropriate steps.
- Use effective techniques to resolve disinterest, doubt misunderstandings and dislikes
- Track activities for skill building and coaching purposes
- Have increased confidence to set appointments or win new business over the phone

### The Training

Classroom format 8 hours

Fast paced and interactive

Learning by doing

Focused on real life challenges

Immediately applicable skills and concepts



A consultative  
approach to new  
business  
development

CUSTOMER FOCUSED SELLING SERIES