

# making cold calls count

SKILLSHOT™ clinics



Is your pipeline drying up?

Do you dread the thought of picking up the phone?

Are you struggling to engage your prospects when you do get to speak to them?

If so, it's time to look at the way you are cold calling. Traditionally, cold calling was a numbers game and a process that involved manipulating a prospect into agreement. This old fashioned approach will not work in today's contracting economic climate and probably never was truly effective!

Effective cold calling is targeted, personalised, appropriate and, above all, a communication skill. Viewed positively and conducted creatively, cold-calling is empowering, potent and enjoyable! Armed with the right attitude and approach your cold calls will evolve into productive conversations and your call to appointment conversion will increase.

## In 2 hours you will

- Develop a **positive attitude** towards cold calling
- Realise that **preparation** is the key to success
- Understand the **goal** of your call
- Learn how to convert 'gatekeepers' into **allies**
- Learn how to **engage** your prospect and arouse curiosity
- Learn how to communicate the **value** of your offering

## What next?

Contact us by calling 08700 704242 or email: [info@4ty2.co.uk](mailto:info@4ty2.co.uk)

## SKILLSHOT™ approach

Intensive, high energy, acutely focused performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals in a recessionary market

## SKILLSHOT™ clinics

### Surviving in a recession

Developing and activating recession-fighting strategies, designed to maximise sales performance

### Engaging your customers

Utilising a consultative selling approach to differentiate yourself from the competition and to generate customer trust and loyalty

### Building a robust pipeline

Improving hit rates by adopting a strategic approach to prospecting resulting in fewer cold calls and higher conversion ratios

### Negotiating in a demanding market

Standing-up to, and counteracting, well trained, experienced negotiators

### Managing the sales process

Taking control of the decision-making process and ensuring it operates to your deadlines

### Developing a differentiating value proposition

Designing, developing and delivering a business winning case

### Expanding your sphere of influence

Achieving the coveted status of 'insider' provider

## Something different?

If you, or your business, would benefit from a more integrated or customised approach, we would be happy to build a solution for you using our **Sales Health Check** methodology