

# 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 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

## SKILLSHOT™ approach

Intensive, high energy, acutely focused, short duration, interactive performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals in a challenging market. **Skillshots™** will be delivered using a virtual learning platform and methodology, while the impact of Coronavirus remains.

## Group size

8-10 participants

## SKILLSHOT™ clinics

### Surviving a challenging market

Developing and activating strategies, designed to maximise sales performance in a challenging market.

### Building a robust pipeline

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

### Managing the sales process

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

### Engaging your customers

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

### Developing a differentiating value proposition

Designing, developing and delivering a business winning case.

### Negotiating in challenging times

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

### Expanding your sphere of influence

Achieving the coveted status of 'insider' provider.

## What next?

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