

## **GSA**

### **Telemarketing Workshops**

#### ***Who should attend?***

Anyone involved in the role of developing new and existing business through marketing over the phone.

- ❖ Individuals requiring business telephone communication skills training.
- ❖ Staff that have to make cold calls as part of their job
- ❖ Established telemarketers requiring additional motivation and impetus
- ❖ Customer service teams
- ❖ New employees requiring the telemarketing techniques
- ❖ New Business Owners/entrepreneurs.

Individuals responsible for generating new business meetings or sales opportunities over the telephone could enhance their performances by exploring and embracing new techniques.

We challenge those responsible for generating new business opportunities to use the practical tools and techniques available in order to enhance sales performance.

#### ***How will I benefit?***

The day job often means we do what is in front of us rather than what drives the business forward. Take some time to really focus on how to generate new business over the phone and see the results. Galvanize your new business process and activity and ensure that your leads pipeline is developed.

#### ***What will we cover?***

The training can be a half, full day or a two day session and takes the following below. This is supported by ongoing coaching and telephone technique mentoring:

- Identifying your key objectives from telemarketing
- Top Telemarketing Tips and Topics including:
  - Planning and Preparation
  - Devising a good Call Structure
  - Gatekeeper Technique
  - Building a Pipeline
  - Compelling Introductions

- Handling Key Objections and Typical Responses
- Open Questions
- Email Fob Off Technique
- Handling Voicemails
- Closing Skills
- Key Performance Indicators (KPI's)
- Discussion
  - What have you learned from previous marketing / sales activity?
  - What were the results?
  - Why did it work or not work?
  - What can you learn from these activities?
  - What key things can you apply to new calls?
- Devising a good Call Structure (includes role plays)
  - How will you introduce yourself, the proposition and reason for calling?
  - How will you ensure the approach is right for your proposition and your style?
  - How can you buy yourself more time on the phone with senior and key decision makers?
- Call Session
  - How receptive are your decision makers to your proposition?
  - What are you hearing?
  - What notes should you take?
  - How can you engage more with prospects?
  - What tone, pace and language should you use?
  - How are you going to agree next steps with prospects to shorten the call cycle?
- Discussion and Recommendations
  - What key things should you focus on in order to develop your campaign?
  - What action plan do you need to work toward in order to achieve your goals?
  - What KPI's should you consider in order to monitor and track your performance?

In addition, output can include the following (this is likely to be part of a full day or two-day session):

- Leave behinds highlighting top tips and techniques
- KPI and Measurement criteria tracking sheets

### ***Telemarketing Mentor programme***

Following the workshop, keep the momentum going with our telemarketing mentor programme; regular mentoring calls to encourage impetus and successful outcomes for your ongoing calling.

### ***Other workshops***

Contact us for more information regarding our business development and marketing workshop programmes.

### ***Workshop leader***

**Samantha Oggelsby - Training & Development Manager, GSA Business Development Ltd**

Before being headhunted to join GSA in 2005, Sam spent 7 years in sales and business development. Her career includes senior sales within recruitment and latterly search and selection with a financial services recruitment consultancy. Sam has strong business development experience in sales and telemarketing in both b2c and b2b.

Sam is responsible for training to ensure clients and GSA's team of telemarketers deliver performance figures on client campaigns. She undertakes personal training and development and shares specific techniques alongside more general skills. We work closely with clients to develop use of language and rapport skills alongside closing techniques. Her supportive and nurturing attitude helps both clients and telemarketers maintain high levels of productivity for their campaigns.

For more information, please visit:

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