



The GSA Telemarketing Skills Workshop

Improve results from new business generation over the telephone

Who should attend?

The workshops will benefit:

- Anyone responsible for developing new and existing business over the phone.
- People that hate cold calling or who regularly have to make cold sales calls or up-sell to current customers as part of their job.
- New employees requiring telemarketing techniques
- Individuals needing telephone communication skills training.
- Established telemarketers requiring additional motivation and impetus
- New Business Owners/entrepreneurs that have to make cold calls.
- Customer service teams

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?

How well are you or your people on the phone representing your company? How prepared are they to make calls? Do they have the techniques to get past gatekeepers and to convince decision-makers? What are the barriers to calling? How do they overcome objections and how do they differentiate your business in a crowded market?

Take some time to really focus on outbound calling and see the results. Galvanize your personal sales efforts and those of your outbound sales team. Learn the key tools to succeed and develop your pipeline via the telephone.

What does the workshop involve?

- **Consultation and Planning**
 - Initial telephone consultation to uncover your needs and requirements
 - Recommendations on quality list acquisition
 - Development of a compelling proposition for the telephone
 - Call structure and planning

- **Coaching**
 - An on-site 1-2-1 and group* telemarketing coaching session
 - Techniques relevant to your audience
 - Role playing scenarios such as:
 - Objection handling
 - Strong call intros to help you get your sales message across
 - How to build rapport with decision makers
 - Closing skills to shorten the call cycle
 - Call session monitoring and feedback to enhance call success

- **KPI's (Key Performance Indicators)**
 - Measuring progress and success with individually tailored KPI's.

- **Techniques Leave Behinds**
 - Valuable techniques relevant to you and your proposition such as:
 - Gatekeeper Techniques
 - Building a Pipeline
 - Compelling Introductions
 - Handling Key Objections
 - Open Questions
 - Email fob off Techniques
 - Closing Techniques

- **Recommendations**
 - A brief report to help embed the techniques we have explored.
 - Ideas for continuous improvements that will get results.

- **Follow up**
 - A follow-up session** of up to 1 hour within a week of the coaching session.

* Max 5 delegates

** For one individual

Workshop leader

Samantha Oggelsby – Account Director, GSA Business Development Ltd

Sam recruits, trains and develops the GSA team of telemarketers to ensure they deliver performance figures on client telemarketing campaigns. She also works with external clients to help them achieve more from their outbound calls.

Coming from a sales management background in the financial services recruitment sector and with 5 years experience of telemarketing campaigns across complex sectors, Sam shares specific techniques alongside more general skills. She supports experienced and novice telemarketers to develop use of language and rapport skills alongside closing techniques. Her supportive and nurturing attitude helps those responsible for making outbound calls maintain high levels of productivity for every campaign.

For more details on the above and also for information on our **GSA New Business Development strategy workshops** and how they can drive new business

Contact Samantha Oggelsby or Jonathan Silverman now on 0845 658 8192 or email newbusiness@getsoundadvice.com to find out how you can generate more business.