

# Cold Calling and Lead Generation

When we ask our customers, what's the biggest challenge facing their business, 7 out of 10 tell us it's getting more appointments.

Once upon a time cold calling was the preferred way of getting leads. However with the advent of Social Media there are now more ways than ever to prospect effectively. No longer can you simply rely on cold calling as the only way to generate business. At Train to Win.tv we believe in an approach which incorporates the old and the new.

We have developed a unique approach incorporating the best people in the industry to bring together a training programme which will give you the skills and tools to effectively prospect, better than ever before. We incorporate effective use of LinkedIn in conjunction with the best telephone selling techniques to give you a comprehensive and well-rounded programmes. The first part of the programme is delivered by Gary May, Founder of Salesology and a true master of Persuasion. Gary has successfully built, trained and managed telecoms sales people so knows all there is to know. The LinkedIn element is delivered by Stuart Carpenter, a Professional LinkedIn coach and expert in helping people get the most out of LinkedIn.

Unquestionably, this programme will get your more appointments!

## The Art of Telephone Selling & Persuasion

- Your Mind-set
- Understanding the importance of YOUR role
- Gate keeping strategies that WORK FAST!
- Building instant rapport using the telephone
- The MONUMENTAL importance of Voice Tone!
- Permission Granted
- Persuasive Questioning
- Persuasive Delivery
- Overcoming Objections
- Securing the Order
- Script / Call Process design and writing

## Expected Results from 'The Art of Telephone Selling & Persuasion'

- Huge increase in compliance (I have had clients see a conversion rate of 2% turn into 37% with an inclusion of a single technique against historical statistics)
- Increase in 'put through rates to key contacts (Clients have shown increases of 24% to over 50%)
- Greater rapport with prospects / clients
- Massive decrease in having to handle objections
- Lower 'no shows' for face to face sales professionals [Cancellation rates have been proven to fall by as much as 60% against my clients previous figures]
- Decrease in 'Send something in the post' responses have dropped for clients by over 50%+ when the Salesology approach is employed.

*Your overcoming of the 'Send something in the post' objection is both truly unique and utterly brilliant.*

**Brendan Queenan** - RWB Network Solutions

*Your 'Gatekeeper' training increased our 'put through' rate by 50% the following day.*

**Andrew Skipsey** - MD at M12 Communications Ltd

“  
**Never stop  
learning,  
because life  
never stops  
teaching.**”

