အရောင်း

How to Cold Call and Build New Customers

လူတွေ့သင်တန်း

This information-packed seminar guides you from pre-call planning through follow-up. You’ll learn a process that works to consistently get more appointments and write more business. Take the stress out of cold-calls and improve your hit ratio with How to Cold Call and Build New Customers.

သင်လေ့လာသင်ယူရမည့် အရာများ

You’ll learn how to maneuver the modern obstacle course – gatekeepers, e-mail and voice mail – that prevents you from getting to the prospect. You’ll write and deliver a 45-second cold call presentation with power questions to engage your prospect, plus learn what to do once you have the appointment.

သင်ဘာကြောင့် ဤသည်ကိုသင်ယူချင်ရသည်

If you’re like most salespeople you can think of a million excuses not to cold call. Rejection is tough to take. But cold calling is necessary since new business often accounts for as much as 50% of your production.

သင့်ကို မည်သို့ ကူညီပေးမည်

・ Employ 7 ways to charge yourself up to make cold calls ・ Use 10 proven strategies to get past the gatekeeper ・ Leave voice mail messages that create callbacks ・ Leverage Business Social Media to attract clients ・ Understand what buyers want and how to get them excited ・ Ensure that prospects will want to take your call and ask power questions ・ Write and deliver a 45-second cold-call presentation ・ Develop creative ways to position your product or service ・ Understand how cold-call ratios work ・ Anticipate objections and turn around ・ Revive dead accounts ・ Use new business development to double your sales.