



# Join the Dots

Recruiting & developing **extraordinary** people

## Outbound Sales for Results

### What is it about and what will it do?

- In such a challenging environment the ability to maximise customer contact
- within outbound situations is vital to many businesses.
- This 1 day programme will dynamically develop confidence, understanding
- and effectiveness in outbound calling.

### Outline content

- What is the nature of an outbound call
- The crucial steps within an outbound call – developing confidence to make that call
- Buyer styles
- Preparation is key
- Selling yourself first - how easy do you find this
- Telephone techniques – speed tone inflection, the grabber
- Identify needs and delivering the sizzle
- Satisfy needs
- Closing
- How to handle an objection
- Follow up
- Practical tasks and exercises
- Action plans and on job evaluation



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