

INTRODUCTION

There are a number of important elements that make up a good sales call. Get one wrong and your hit rate will suffer and so will your morale. We look at all the problems facing a consultant running a desk, such as receptionists, rapport building, dealing with decision makers and resolving objections. Our research shows that consultants who attend this course improve their hit rate by at least 100%

AIMS AND OBJECTIVES

By the end of this course delegates will be able to handle receptionists and secretaries, get through to decision makers, develop rapport, overcome objections and win the business.

COURSE CONTENT

- » How to plan and structure your sales calls, including sales-time management.
- » Treble your success rate with receptionists and others who prevent you from getting through.
- » We explain how to reach many more decision makers.
- » How voice speed, inflection, resonance and tone can dramatically affect your hit rate.
- » How to adapt to different attitudes and deal with awkward objections.
- » How to structure a successful call so rapport building is much easier.
- » How to arrange your questions for the best results.
- » Our award winning formula for handling objections.
- » Closing the sale and negotiating the best deal.

RESULTS

Every delegate will be able to get past receptionists, through to decision makers and deal with obstacles, issues and objections in a far more professional way with answers that are significantly better and refreshingly different.

Recruitment consultants who have attended this course have reported significant improvement in all areas of the sales process. They leave with a better insight into how to overcome their weaknesses and improve their selling skills. They also leave with far more confidence and are able to approach prospecting with renewed enthusiasm. New prospects will be much easier to negotiate with and closing the sale will become automatic.