



Winning Appointments

This Master Class is designed for field sales people who need to develop their technique and improve their success ratios for making appointments on the telephone. It is also suitable for office staff who have to make appointments for colleagues.

In a sales environment, the first order of duty - and often the most demanding part of the job - is to secure an appointment with the Senior Decision Maker. This Master Class has been developed to equip sales personnel with the skills to improve their success rate overnight.

Designed to aid and assist field sales people, and their office-based counterparts, the **'Winning Appointments'** Master Class examines WHY customers say 'Yes' to a request for an appointment and HOW to achieve this result with consistency. Using proven learning techniques such as the use of storyboards and word tracks, and interactive role-play, delegate will spend the day fine-tuning and polishing their new-found skills to a high level of accomplishment.

Course objectives

- To make more face-to-face appointments with Senior Decision Makers
- To gain confidence when canvassing for appointments
- To acquire practical techniques that really work

Delegates will learn

- The importance of confidence...starting the day right
- Firing up your Drive and Energy System
- Qualifying...doing the research
- Using the five words that really turn customers on
- Useful role-play techniques
- How to get past the secretary
- How to make the most of sales promotion leads
- How to 'sell' the appointment
- How to focus on your DIAL value