

Why Buy?

High spots

- Learn how to increase your conversion rates when making appointments
- Learn how to structure calls effectively
- Match relevant features and benefits as a result of refined questioning
- Increase confidence in overcoming objections through a simple and effective process.

"Really enjoyed the day, was good putting structure in place, positive words, good closing and opening questions"

"The trainer was very engaging and vivacious which enlightened and informed the event"

"Great course! All information was relevant to my job, the trainer did a great job of interacting and making the course fun and informative"

To book or find out more:

t: 0845 072 0144

e: info@tack.co.uk



Developing People > Advancing Business

Appointment Making

Create more opportunities with qualified appointments

Duration: 1 day

Fee: £395 + VAT

Business and personal benefit

Finding new, high quality clients is the objective of virtually every business. This can be made harder to accomplish due to increased competition, poor sales technique and greater resistance to sales calls. Generating new business is a skill that can be learned. A skill that once learned can open many doors consistently.

This one day programme focuses on increasing appointments with 'qualified' prospects who genuinely want to meet you and hear about what impact your product or service can have on their business.

Target audience

- Anyone who has to generate new business for themselves or their colleagues
- Salespeople using the phone to find new customers
- Any internal telephone team whose role includes generating appointments or increasing sales to existing accounts
- Self employed people who wish to build their business

Objectives

You will leave the course able to:

- Generate more qualified appointments
- Get through to the decision maker
- Open the call and gain the contact's attention
- Establish rapport
- Create and establish the need for an appointment
- Respond to objections with confidence
- Close on the appointment

Before, during & after your programme

You'll receive support at every stage to maximise your investment and bring your learning to life:

- Pre- and de-brief calls to establish your goals and assess progress
- One to one input from your TACK consultant as group sizes are limited for maximum personal benefit
- All TACK programmes are interactive in style. We believe in 'learning by doing' to ensure your learning experience is 100% relevant to 'real life' situations
- Comprehensive materials including workbook and Personal Action Plan

Module	Learning points	Outcomes After this module you will...
Structuring the call effectively	<ul style="list-style-type: none"> - Preparation - The best sequence - How to keep control 	<ul style="list-style-type: none"> - Always prepare thoroughly - Feel fully confident - Analyse calls and decide what went well and what went less well
Opening the call	<ul style="list-style-type: none"> - Getting through to the right person - Creating an 'interest hook' - Creating rapport 	<ul style="list-style-type: none"> - Be successful in speaking to decision makers - Win their attention quickly - Establish a relationship fast
Questioning and listening	<ul style="list-style-type: none"> - Choosing the right questions - Listening carefully and reacting flexibly - Maintaining interest and rapport 	<ul style="list-style-type: none"> - Encourage the prospect to give you useful information - Be sensitive and adaptable - Move the discussion forward positively

Module	Learning points	Outcomes After this module you will...
'Qualifying' the prospect	<ul style="list-style-type: none"> - Establishing the prospect's priorities - Deciding whether there is worthwhile potential - Obtaining basic information while optimising use of time 	<ul style="list-style-type: none"> - Understand what is important to the prospect - Confirm the benefits of a meeting or 'sign off' positively - Gather facts which will be useful at a subsequent meeting
Responding to concerns or objections	<ul style="list-style-type: none"> - Responding initially to objections - Justifying the need for a meeting - Answering questions constructively 	<ul style="list-style-type: none"> - Create rapport from a stated objection - Sell the (potential) benefits of a meeting - Raise the prospect's interest level
Closing and winning agreement to an appointment	<ul style="list-style-type: none"> - Asking for the decision in the best way - Timing the 'close' - Responding to 'no' 	<ul style="list-style-type: none"> - Improve your success rate at 'getting yes' - Use your time most effectively - Leave the prospect feeling good about you and your company even if there is no meeting

Why Buy?

Why open programmes?

With courses ranging from 1-3 days and running regularly across the UK, TACK's open programmes give you access to training and development at a time and place that's convenient to you:

- As well as networking opportunities you'll gain a different perspective from other delegates, their companies, sectors and experiences
- You can be more open and self-critical amongst strangers
- The right programme can be selected to address individual development needs
- Training one or two people at a time spreads your investment
- Departmental work schedules are less likely to be disrupted
- TACK handles all the administration

To book or find out more:

t: 0845 072 0144

e: info@tack.co.uk

Appointment Making

Supporting your career development

Whatever route you take in your sales career, we're on hand to provide support and access to a programme that is specific to your needs.

To support your broader management, leadership and personal development needs, please contact us for more information on our complete range of open programmes.

Leadership	Strategic Sales Management Field Sales Management 2 Field Sales Management	
Developing roles	Managing Channel Partners Marketing Essentials Key Account Management	
Developing skills	Financial Understanding for Sales Professionals Solution Selling Negotiating Skills Presentation Skills	
Foundation	PRO-PAYBACK Selling® in Action	
	PRO-PAYBACK Selling®	PRO-PAYBACK Selling® Blended
	Professional Telephone Selling	
Introducing sales	Appointment Making	Sales for Non-Salespeople

The TACK difference

- Accredited Centre for sales and sales management qualifications from The Institute of Sales & Marketing Management
- Winner of the Sales Trainer of the Year at the British Excellence in Sales and Marketing awards in 2008
- The only training company to have won two National Training Awards for sales training
- First training company to achieve ISO 9001 Quality Assurance, continuously maintained since 1992
- First training company to achieve Investors in People accreditation, maintained continuously since 1991
- Leadership & management programmes endorsed by The Institute of Leadership and Management
- Training designed and delivered in 45 countries and 25 languages

