



Sales & Customer Service Cold Calling

Summary

Cold calling, by phone or face-to-face, can be very intimidating to salespeople, not to mention demoralizing, as they hear “NO” over and over again. This module puts salespeople into the shoes of that prospect, helping them realize the importance of that first contact and the need to demonstrate upfront to the prospect that it will be worth their time to talk to them.

This workshop puts salespeople at ease with cold calling by providing training to help them:

- Understand and approach those who have different levels of influence and authority in an organization.
- Make opening statements that are tightly focused, transmit an unforgettable first impression, and grab the prospect’s attention so they want to hear more.
- Create a *Values Inventory* of powerful hard and soft result testimonials from other companies they have helped.
- Navigate past gatekeepers (live and technological).
- Get the appointment.

Who Should Attend

This one-half day workshop is available for anyone involved in the sales function for your organization.