

# WEBINAR: Effective Telemarketing and Cold Calling Techniques



## Overview

Do you need to set up more appointments, generate more leads or make more sales over the telephone? This 3-hour webinar will cover essential telephone selling skills that you need to feel comfortable in making and dealing with those cold calls.

Selling over the phone is a specialist activity whether you are setting an appointment or selling a product is different from face-to-face encounters, so it is important that sales telemarketers learn the techniques and strategies that are best suited for lead generation and selling over the phone.

## Objectives

- To learn effective techniques on telemarketing, that would help increase contacts with possible customers
- To professionally use the telephone in sales and marketing

## Who Should Participate

- Telemarketers
- Sales professionals
- Managers and supervisors
- Contact center professionals

## Key Topics

- I. Outbound telephone sales calling model
- II. High impact opening statements
- III. Identifying client needs
- IV. Responding to objections
- V. Questioning and listening skills
- VI. Selling features and benefits
- VII. Building effortless rapport

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## Duration

- 3 hours

## Webinar Fee

- Php 1,750.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

## Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

## Reservation

- Please call to register (0915.205.0133|0908.342.3162 | 0933.584.7266| (02) 8.727.5628) or use the registration form below. Kindly fill-out and email to [businesscoachphil@gmail.com](mailto:businesscoachphil@gmail.com). You will receive a confirmation within 48 hours.

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