

# Seminar Schematic

for



# Cold Calling M102-C-1

by



Redbeech Limited  
Beechcroft, Shepherd's Lane, Bicton Shrewsbury SY3 8BT  
Tel: 0870 114 9292 . Fax: 0870 114 9180 .

E-Mail: [RB\\_Sales@Redbeech.co.uk](mailto:RB_Sales@Redbeech.co.uk)

## Seminar Aims

This seminar is designed to:

- Help participants understand the importance of telephone Cold Calling for finding new customers for their business.
- Provide participants with a number of techniques that assist telephone cold callers achieve success more often.
- Build participants confidence in their abilities to make successful cold sales calls using the telephone.
- Provide a cold calling framework and template that participants can adapt to their business needs.

## Seminar Objectives

By the end of this seminar, using any support materials available, participants will be able to:

- Define the importance of telephone cold calling to their business.
- Describe three ways to improve speech clarity when using the telephone.
- Undertake pre-call preparation before making telephone cold calls.
- Understand and overcome their reluctance to making cold calls.
- Define the three key elements of telephone cold calling.
- Prepare a cold calling template for use when making calls.

## Target Audience

- Any business person with responsibility for making telephone sales calls to potential new customers.
- Any sales person wishing to improve their success in making cold calls for new business.

## Pre-requisites

None

## Duration

½ day.

## Number of participants

A maximum of 16 and a minimum of 4 per seminar event.

## Seminar Outline

This seminar builds up the competencies of participants with regard to making cold telephone calls to potential new business customers. The seminar begins with general points on business use of the telephone and the perceptions given to prospects by callers. This is followed by explanation of a number of techniques participants can use to improve the clarity of speech when using the telephone in sales calls.

The seminar continues to explain the preparation and process framework of telephone cold calling. A template is offered to participants to aid their development of an appropriate schema for use in their own business.

## Timetable

The seminar is designed to run on a normal work day basis for 4 hours.