



# connect cold calls

## telephonic marketing

I would rather buy from an enthusiastic trainee than an indifferent expert.

“Enthusiasm & will to succeed” define a successful sales professional. This module discusses these & other essential traits that help them to sell better & more.

## Contents

- What is cold calling?
- How to define success?
- 3 phases of cold calling process
  - Information Gathering
    - Preparing the spread sheet
    - Getting past the gatekeeper
    - Validating the information
    - Cold calling dialogue
  - Securing the Customer Visit
    - Goal
    - Assumptions
    - Cold calling
    - Volume
  - Following Up
    - Confirmation
- Success recipe
  - Target orientation
  - Obstacles are a thing that a person sees when he takes his eyes off his goal.*
  - Pre-call planning & analysis
  - Plan, prepare & act*
  - Achievement orientation
  - Activity vs. Achievement*
- Tips for effective cold calls

## Take Away

On attending the programme, the participants will understand “how to make effective cold calls”. They will be inspired to improve their selling skills & practice learning in their work.

## Objectives

Getting the calls right

Looking at cold calling as a process

Better ways to succeed

## Who should attend?

Cold Callers, Team Leaders

## What is the duration?

1 day, 2 days

[choose duration](#)

## Interaction language

Hindi, English, Hindi/ English

## Methodology

- Multimedia Presentation
- Lecture
- Facilitated Discussion
- Group exercise
- Individual exercise
- Anecdotes
- Role plays
- Games
- Q & A