

Course Outline

Telesales & Cold Calling	Content
<p>This one day sales programme course has been designed exclusively for Insurance Brokers and those who are involved in generating new business opportunities and appointments within their organisation.</p> <p>The course focuses on the first stage of the sales cycle and is centred on prospecting, finding new clients and making appointments.</p> <p>Who will benefit?</p> <p>Anyone with responsibility for generating new business leads.</p>	<ul style="list-style-type: none"> • Setting objectives • Creating a positive image • Features and benefits • Unique selling points (USPs). • Effective telesales / structuring calls • Questioning techniques • Buying signals • Closing techniques • Communication skills • Initiating the sales conversation • Handling objections and overcoming resistance • Gaining commitment • Personal Action Plan