

MEANING MORE TO CLIENTS™ SERIES

NEVER MAKE A COLD CALL AGAIN™

Business Challenge

Data shows that senior executives receive 170-190 interruptions per day. Throw in an endless flow of email and a company to run and it's next to impossible to get to a busy CXO. Even if you're lucky to get a senior decision maker on the phone, you've got to connect to the top 5-6 center-of-plate issues in their world. Salespeople must rapidly build credibility to keep prospects participating in the dialogue over the phone.

The Focus

ProDirect works with salespeople to do away with the stressful, low-value cold call to deliver articulated and unique value over the phone. **Never Make a Cold Call Again™** provides salespeople a system to develop effective account penetration and conversation strategies based on what busy prospects value. This program helps salespeople strategically prospect for, advance, and close sales as well as book appointments that lead to greater opportunity.

Key Content

- Anticipating ways to create unique value and add professional insight over the phone
- Proven process for opening sales calls, ensuring positive first impressions, and transitioning inbound and outbound calls to opportunities
- A 7-touch strategy for creating awareness and piquing interest
- Selling appointments vs. selling products
- Shaping attitudes, beliefs and thoughts about telephone selling
- Live dial clinic to test and refine effective phone approaches

Outcomes

By participating in **Never Make a Cold Call Again™** participants will be able to:

- Set more appointments, fill sales pipelines and improve close ratios
- Transition customer dialogues into positive action
- Improve listening and questioning skills
- Address prospect objections with credibility and poise
- Learn proven closing techniques that gain commitment to taking action



WHO WILL BENEFIT

Never Make a Cold Call Again™

is for sales and service personnel that need to create a commitment to action over the phone. Perfect for inside sales teams as well as salespeople needing to kick start the sales process with external prospects.

DELIVERY

Delivered in 1-Day workshop or in 2 half-day modules, the program is complemented by a 90-day reinforcement process focused on live prospecting challenges.

ABOUT

Founded in 1999, ProDirect LLC is a sales training and coaching company dedicated to helping companies leverage their sales talent. The firm blends sales training, business development tools, and real world coaching to help clients achieve results they can feel. Based in Princeton, NJ, ProDirect serves clients in the Global 2000.