



## **HOW TO GENERATE NEW CUSTOMERS AND PRODUCT SALES**

A one day course designed specifically for small independent businesses

### **Who is the Course For?**

This course is designed for people who have done little, or no, teleselling or telemarketing but who want to generate new customers and product sales.

This may be business owner/operators, or may be staff employed within relatively small SMEs.

### **What is the Course Format?**

Although, as with any training, a large part of the day is covering theory, because Link know that the most challenging part of outbound calling is making those first calls, we have included a session where candidates make **real calls**, working on real data, with the guidance and support of the trainer on hand.

Each course will have a maximum ratio of 1:5 trainers to attendees, allowing us to give one-to-one attention during the course of the day.

### **COURSE OBJECTIVES**

#### **Data selection:**

- How to profile your "optimum" customer
- Where to purchase prospect records
- CTPS checking of data

If required, Link will then purchase data on your behalf for use during the course, or, as pre-agreed, you will use your own data.

#### **Effective Telephone Communication Techniques**

- How to be Confident on the Telephone
- How to Control the call
- How to Create Rapport with your customer

#### **Effective Telephone Selling Techniques**

- 5 Steps to Successful Selling on the Telephone

#### **Creating your own Campaign Blueprint:**

- How to create the best campaign blueprint for you and your company.

#### **Live Calls**

- During this part of the day, you will make live calls, confident that you have the support and guidance of the course trainer on hand.

For details of the next training session and venue/dates please contact us:

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