



Telemarketing for Results!

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Short Description of the Presentation:

Talking to potential customers on the phone is a given if you are in any kind of business. To get results through telemarketing you need a plan which is what this presentation is all about. Believe it or not, 60% of all sales are made on the fifth call, which means two things. You must have a plan and you must be persistent.

Key Points:

Ok, I need to call prospects, move effectively through the screener and state my case positively and with professionalism. The problem, how do I do that? The presentation will cover the following areas.

- Overcoming the three (3) telephone fears
- Creating job and telephone enthusiasm
- Four (4) keys to telephone success
- Power Openers!
- How to handle resistance
- Eight (8) strategies to overcome price objections
- How to penetrate the screener
- How to warm up the prospect after the initial call (60% of sales are made on the 5th call.....be persistent)