

DIAL-A-DEAL



Effective Telemarketing for Frontliners

Dial-A-Deal is a highly interactive program, designed to equip telemarketers the will, skill and drill to perform effective outbound sales call. Packed with best practices, tips, insights and influencing techniques, this program enables your telemarketers to be more effective in their communication with the prospects or customers.

Workshop Outcome

1. Discover the 4Ps structure of effective telemarketing
2. Learn step by step guide to prospecting and leads generation
3. Acquire a list of 'influential' words in designing your script
4. Acquire the tips and tricks of the trade of successful telemarketing
5. Discover how to maintain your composure in challenging situations
6. Learn 'sleigh of mouth' techniques for closing

MODULE 1

- Introduction to the 4Ps of Telemarketing
- Leads Generation & Prospecting
- Understanding the Marketing Mix
- Practical Simulation

MODULE 2

- Preparing the Call
- The Dice Analogy
- Facing Reality Head On
- The Froggy Tale

MODULE 3

- Cold Calling – Identifying the Dangers
- The Psychology of Cold Calling
- P.R.I.M.E Model to Telemarketing
- Crafting Benefits Statement

MODULE 4

1. The Short Tell - Arousing Curiosity Techniques
2. How to Grab Attention – Strategies
3. The 'Interest' Signals – How to identify Them
4. The Magician's Close
5. Practical Simulation - Putting it all together

**Facilitator
K W Loke**

Duration : 1 day