



Cold Calling with Confidence

One-Day Workshop

www.powercalltraining.com

Learn the skills to turn every “cold call” into a “warm call.”

Our prospects only give us a 10-20 second window of opportunity at the start of any cold call, when they decide if they will engage with us or not!

PowerCall Global Training, guides cold callers through that first critical moment to unlock the potential in their cold calling leading to deeper relationships and enhanced sales.

With Cold Calling with Confidence our clients can:

- Increase confidence and gain credibility with prospects.
- Improve qualified meetings and close rates.
- Drive the quality of telemarketing and meetings booked
- Boost sales and measure progress
- Harness the power of social media to create rapport

All in-house courses can be customized to meet our client's specific needs and challenges

This course is aimed at cold callers of all levels, from senior sales professionals wishing to refresh their skills to Telemarketers new in their roles.

Measurable Action Points: These will be agreed by the client and PowerCall Training prior to session(s). They will form a blue print of best practice for Cold-Calling, and will be used by the client to track progress. These Action Points can be used straight away by our clients' cold-callers.



“I now have powerful tools to attract the interest of prospects in the first 10 seconds and to demonstrate clear value.”

Toby Rogers, Business Development Manager, Dow Jones

All of our training solutions are born from personal experience. Run by a professional telemarketer with over 15 years' of cold-calling experience, Anthony Maddalena can be relied on to drive away the fear and methodology often surrounding this most vital of business activities!

An enthusiastic advocate of utilising Eastern psychological practices to enhance positive behaviour, and break self-limiting patterns his proven methodology has assisted numerous cold-callers around the world to fully release the potential in their cold calling.

Anthony created and developed his methodology “on-the-job”, starting out as a Customer Development Representative at OneSource Information Services and progressing to Global Head of Sales Development responsible for driving the performance of OneSource's international telemarketing teams, in the US, India and Singapore, with unprecedented results!

With a naturally warm and approachable style, sessions are free from jargon and hands on, ensuring participants take their cold calling to the next-level.

Over the years Anthony's clients have included Vodafone UK, Microsoft, Ericsson IPX, Dow Jones International, Unify Communications and Infogroup USA.



Our structured agenda is divided into three parts:

1

- **Getting the Right Attitude:**
Developing a positive attitude towards cold-calling, overcoming personal obstacles to success.
- **Script Preparation:**
Creating a compelling script to clinch the decision maker's interest. Attendees create and rehearse scripts in pairs.
- **Objection Handling:**
Responding to "please send me information", "I'm too busy" and "I have no budget" etc. Practicing responses in role-play sessions.

2

- **Getting Past the Gate Keeper:**
Responding to "has he spoken to you before?" and "what's it about?"
- **How to Handle Calls with Prospects:**
Guidance on powerful questioning techniques, including welcoming from prospects and how to use them, uncovering the "Pain", the power of referrals and assumptive closing.
- **Role Play:**
Attendees to rehearse the above.

3

- **Emailing/Writing to Prospects:**
Tips on creating compelling language and tailoring responses.
- **Measuring/Targeting:**
Guidance on personal targets versus official targets.
- **Eliminating Down Periods:**
Some tips on keeping the momentum going.
- **For Full Day In-House Sessions (only):**
The afternoon component will include one-to-one personal coaching, where scripts, objection handling etc. will be put into practice during fresh cold-calls.

"Great delivery and knowledge from Anthony!"

Hardip Notra - Business Development Manager (Small Business Team), Vodafone UK

Available as a public course or as an In-house course at your offices. Public Course class sizes strictly limited to 12 delegates per workshop.

For further information or to book now:

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