

*First Creation Consulting*



# ***Prospecting Cold Calling***

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**First Creation Consulting Ltd**

David Howard

Tel: 01494 - 815599 Mobile: 07776 - 194238

Email: [david.howard@firstcreationconsulting.com](mailto:david.howard@firstcreationconsulting.com)

**PROGRAMME AIM:**

To increase the participant's ability to develop new business opportunities whilst maintaining and enhancing the professional image of the firm.

**PROGRAMME OBJECTIVES:**

By the end of the workshop participants' will be able to:

- Understand where the best prospecting opportunities are and how to maximise their potential
- Build credibility and confidence with clients through the use of good interpersonal & communication skills
- Plan, prepare and structure a successful cold call in order to secure a meeting
- Effectively plan & prepare for a successful face to face sales meeting
- Understand different types of questions and when to use them to effectively manage client meetings
- Use a sales model which recognises the importance of identifying client needs and buying criteria and match the products/services of the firm to the requirements of the client
- Effectively present tailored solutions to meet clients needs in order to develop differentiation
- Identify different client types and modify their approach accordingly
- Overcome client resistance/objections to solutions and firm
- Gain client commitment to next step/solution
- Recognise cross selling/marketing opportunities and react accordingly

**PROGRAMME METHODOLOGY:**

The workshop has been designed to maximise participant involvement. A number of proven methodologies would be employed including:

- Consultant led input
- Group/individual based exercises
- Recording of two-way telephone conversations & role-plays
- Feedback and Coaching

## **Day One**

**09:00**

### **Introduction**

- Workshop aims & objectives
- Personal objectives

### **New Business Development**

- Analysing what we have to offer the clients?
- What are our USP's?
- Which client segments will be most interested in our offering?
- Where to find prospects
- Maximising effectiveness, time & resources

### **Contacting the Prospects – Telephone Cold Calling**

- How to contact the clients, methods of communication
- Developing a strategy
- Cold calling - Telephone
- Content choice – clarity and effect
- Planning, structure, setting objectives
- Developing & communicating ideas
- What's in it for the client? – Features and benefits
- Handling client resistance
- Directing the call model
- Closing skills – Securing the meeting

Cold call telephone role-plays using tape recorders to capture calls for feedback and coaching sessions

### **Developing Client Relationships**

- Interpersonal skills
- Verbal & non-verbal communication
- Johari window – Model of Interpersonal relations

### **Managing the Introductory Meeting**

- Research, planning & preparing for the meeting
- Questioning techniques, focus & balance
- Structuring the meeting
- Building positive rapport
- Opening the meeting
- Identifying & developing client needs
- Identifying cross selling

### **Client Meeting Role-Plays**

Participants will conduct introductory client meetings using client case studies

Review and debrief – coaching for improved performance

**17:30**

### **Summary & close**

## **Day Two**

### **09:00 Understanding Clients Motivational Buying Behaviours**

- Identifying personal motivational drivers
- Syndicate exercise
- Developing strategies for different client types
- Exercise

### **Presenting Solutions to Clients Needs**

- Matching solutions to clients needs
- Features, advantages & benefits
- Creating differentiation
- Marketing the firm
- Syndicate exercise using typical Products & Services

### **Managing Client Resistance & Overcoming Objections**

- Attitude and emotions
- Process for managing resistance
- Syndicate exercise
- Strategies to over come typical client objections

### **Gaining Client Commitment**

- Attitude
- Timing
- Levels of commitment
- Adopting right approach for client

### **Final Client Meeting Role-Plays**

Participants will conduct client meetings and practice all of the skills they have learned during the workshop

Review and debrief – coaching for improved performance

### **Finish 17:30 Summary & Close**