



Securing Appointments by Telephone

Suitable for anyone in the organisation who needs to gain an appointment in front of new, existing or former accounts in order to grow the business. External Account Managers as well as Telesales who have the responsibility for this activity will benefit.

The course includes:

- Appreciate the need for gaining new business
- Be aware of the attitude for successful appointment making
- Understand what elements of preparation are required
- Be aware of a structure for the appointment call
- Know how to get past the “gatekeeper” and through to a decision maker

Tuesday 4th November

Venue: Bong UK Ltd, Michigan Drive, Tongwell,
Milton Keynes, MK15 8HQ (Junction 14 M1)

WHO ELSE OFFERS YOU INDUSTRY RELEVANT TRAINING?

• COST-EFFECTIVE • DEDICATED • FOCUSED

YOUR PRESENTER

Julie Biddle, Managing Director, Julie Biddle Associates

Julie has over 20 years sales, management and training experience. Before starting her own training company she was a Director at a leading training organisation before working as a National Sales Manager for a security print company where she managed over 10 Account Managers responsible for existing accounts as well as new business.

Julie commenced her sales career within a major call centre in pro-active telephone sales but soon progressed to lead the 70 strong team before moving onto other key managerial roles within Customer Service and Training.

Training and consultancy clients are ensured of an empathetic approach owing to her breadth of experience in practical management and sales skills as well as hands on responsibility for achieving budget and managing resources.

PROGRAMME FOR THE DAY

0900

Arrival and refreshments

0930

Course starts

1100 – 1115

Break

1300 – 1400

Buffet lunch and tour of Bong UK Ltd premises

1600 –

Depart



SECURING APPOINTMENTS BY TELEPHONE

In order for a company to prosper and grow it is essential that we constantly strive to expand the customer base by gaining new business and this generally involves making appointments. Telephone appointment making is an essential part of the salesperson's job and is something that the salesperson often puts off or dislikes doing.

This highly participative one day workshop will ensure salespeople appreciate the importance of this activity and provides useful guidelines and techniques to help gain appointments. At the end of the workshop delegates will:

- Appreciate the need for gaining new business
- Be aware of the attitude for successful appointment making
- Understand what elements of preparation are required
- Be aware of a structure for the appointment call
- Know how to get past the "gatekeeper" and through to a decision maker
- Value the importance of positive phraseology when making the call
- Be able to put together a simple script if desired
- Have knowledge of how to overcome objections
- Have practiced the techniques and received constructive critique

Come along to find out more

How to reserve a place

Please complete the enclosed reservation form and return it to the IPIA, address below, together with full payment for the total amount. On receipt of your booking form and payment you will then receive confirmation and directions together with a VAT invoice for your records.

Places Limited - please book early

- IPIA Member £109.00 + VAT
- Non Member £209.00 + VAT

We are sorry but we are not able to accept bookings by fax as we need cleared funds to secure your place.

Fee Includes:

Full course notes, lunch & all refreshments.

The Independent Print Industries Association

Unit 9, Business Innovation Centre,
Staffordshire Technology Park, Beaconside, Stafford,
Staffordshire ST18 0AR

t. 0844 902 0214 f. 0844 902 0215

www.ipia.org.uk

email: info@ipia.org.uk

Leading the independent print industry forward through quality & service

Maximising your staff's potential will ensure you maximise your company's profits.

For more information about our **Training Programmes:**
Contact the IPIA offices on **t. 0844 902 0214**



Kindly printed
by **Colourstream**
www.colourstream.co.uk
t. 01332 22 48 60