



## Time to Start Marketing

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**An interactive 3 hour workshop that is designed to deliver in house.**

**Who should attend:** All levels of consultants who want to learn proven cold calling techniques and overcoming objections.

**Outcome expected:** Participants will gain confidence and have a proven structure that will enable them to meet each and every call objective.

### **CONTENT**

1. **The art of prospecting**
  - ❑ How to find potential GOLD clients
  - ❑ How to organise potential clients
  - ❑ What to do with them
  - ❑ Contact cycles – relationship management
  
2. **Calling techniques**
  - ❑ The theory – setting a call objective; the importance of a "fall back" position; dynamics of the call; preparing a script; overcoming objections; closing
  - ❑ The Practical – checklist for success; the impact of your voice; when to settle for "no"; what to do next.
  - ❑ Putting it into Practice – role play your way to confidence and success
  
3. **Objections**
  - ❑ What are objections?
  - ❑ A structure for overcoming them
  - ❑ Role play the most common
  
4. **Closing**
  - ❑ Asking for the order/advert/visit
  - ❑ When how and why
  - ❑ Role plays to assist understanding



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**How to contact us:**

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