

THE ART OF COLD CALLING



"I had a hard time booking meetings with new customers. I had tried cold-calling, but after hundreds of calls and barely booking any meetings I wanted to try new ways. After the Prospecting training, I first made a profile of the perfect customer, then a story that aroused interest and after that used phone as well as LinkedIn and email to get in touch. But the breakthrough came when I started using my network to build relationships with new customers. The hit rate increased from 5 % to 50 % booked appointments in a few weeks."

TARGET GROUP

All sellers and consultants who want to build a pipeline with new customers and who want to use modern sales technology to make the prospecting more efficient and funny.

TARGET

Imagine being able to build your own prospecting process, being able to use different channels and getting

help from your network to effectively being able to create new business opportunities to reach your sales goal and win your first deal sooner.

After the e-training "The art of cold calling", you will be able to book more customer meetings with new and old customers and increase your hit rate by over 50 %.

You will also be able to:

- Identify customers and people to contact
- Build an interesting conversation script
- Use multiple ways to book appointments, such as LinkedIn, phone and email
- Handle objections
- Plan effectively to get enough time for prospecting
- Target control the prospecting

10 SKILLS YOU WILL GET TO LEARN

- ✓ How to build your perfect prospecting process
- ✓ How to create the perfect customer profile
- ✓ How to create perfect conversation scripts
- ✓ Where and how to find new customers
- ✓ How to plan your time and have the time to book appointments
- ✓ How to book meetings on LinkedIn, by phone and by email
- ✓ How to deal with and handle objections
- ✓ How to get past gatekeepers like switchboard operators and secretaries
- ✓ To measure and follow up results and set targets
- ✓ Daily routines and weekly planning

Jens Edgren, CEO of Sales Makeover



CONTENTS

- Prospecting, knowledge evaluation, targets and expectations
- What the customers' purchase journey looks like
- How customers use LinkedIn and social media to find suppliers and get purchase recommendations
- How to build your prospecting process
- Building the perfect customer profile
- Building your perfect conversation script
- Where and how to find customers (some crazy ideas)
- How to use events to find customers
- How to plan your time and have the time to book appointments
- How to book meetings on LinkedIn, by phone and by email
- How to create sales campaigns
- How to deal with and handle objections
- How to get past gatekeepers like switchboard operators and secretaries
- Measuring and followig up results and setting goals
- How to create a positive attitude and mental strength

- How to use your marketing campaigns to book appointments
- Daily routines and weekly planning
- Tips and tricks on how to use texts, videos and links to spread posts
- Tasks to get started with prospecting
- Feedback on your prospecting activites
- Tasks to get started with your exploration and feedback
- The book *The art of booking customer meetings* by Jens Edgren

The e-training will, including all the tasks, take 6-8 hours.

When you have completed all the tasks and quizzes, you will receive an elegant *Prospecting: The art of booking customer meetings*® diploma and a course certificate.

SALES TOOLS

- ✓ Sales matrix to find your target audience
- ✓ Template for creating a sales message
- ✓ Template for the prospecting plan

- ✓ Template for booking appointments by phone, by email and on LinkedIn
- ✓ Template for the LinkedIn profile

- ✓ Template for handling objections
- ✓ Success criteria for goal management
- ✓ Bonus material with tips and tricks

GET THE MOST OF OUR E-TRAININGS

To get the most out of this e-training, we suggest that you supplement it with a selection of our other e-trainings and do them in the following order. Here are some of our recommendations for different professional roles:

FOR SELLERS

New as a seller ▶ Solution Selling Fundamentals ▶ Solution Selling Advanced ▶ Social Selling ▶ **The art of cold calling**
▶ The art of negotiating ▶ Virtual sales meetings
▶ Virtual sales presentations

FOR SALES MANAGERS

B2B Sales Management ▶ Social Selling ▶ The art of booking customer meetings ▶ The art of negotiation
▶ Virtual sales meetings ▶ Virtual sales presentations

FOR KEY ACCOUNT MANAGERS

KAM: Strategic sales ▶ KAM: Leading customer teams
▶ Social Selling ▶ The art of booking customer meetings
▶ The art of negotiating ▶ Virtual sales meetings
▶ Virtual sales presentations

FOR CONSULTANTS

Solution Selling for consultants ▶ Social Selling
▶ Virtual sales meetings ▶ Virtual sales presentations



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ABOUT THE E-TRAINING

Salesmakeover's Prospecting: The art of booking customer meetings e-training provides knowledge that is quickly translated into new selling skills.

Reflection, Action, Knowledge (RAK)

Each segment of the e-training contains several short videos, with instructions and role plays, texts and tasks as well as a reflection. The reflection is shared with everyone who has attended the e-training or within your training group (company-adapted e-training). You will receive feedback on the tasks and reflections from Salesmakeover's certified instructors. The training ends with a quiz and practical tasks where you can apply the knowledge in your sales work.

SALES MAKEOVER

www.salesmakeover.se +46 08 651 2500 hello@salesmakeover.se