



COLD CALLING BOOTCAMP

Hosted by
RevenueStream Consulting  Cincinnati USA Regional Chamber

Tuesday, November 13 • Wednesday, November 14
2 days of cold calling best practices!

Guarantee your success and confidence on the phone...Register Now!

Email us or call 866.386.3496

"The Cold Calling Bootcamp is your 'how to' manual for business development, cold calling, and converting the unreliable 'organic' growth model into a predictable 'lead engine'. This boot camp will expose you to a unique methodology and a strategy to effectively apply what you've learned."

Steve Farfsing, Founder
Cold Calling Boot Camp

"We have found that integrating 50% of our training into your calling effort can improve calling effectiveness by 400%!" - RSC

Day 1: The Calling Process & Message

- Learn the **Open Prospecting System™**
 - The only system designed specifically for phone prospecting!
- Develop your message
 - With the classes help, we will help you understand the message concepts and build your own.
- Increase your success with engaging voicemails
- The difference between an objection and a rejection and how to handle both
- **Homework:** Further develop a compelling message for role play on Day 2

Day 2: Managing the Process & Strategy Development

- Develop strategies and tactics that bring success
- How do I leverage the calling process over several calls or contacts
- Role Playing: Is your message relevant to your prospect?
- Effective calling cycles – when to call, when to leave voice messages, when to stop
- How to plot benchmarks, generating valuable metrics, and creating dispositions
- How to coach a winning team

To make sure each attendee "gets it", we will give you extra time after the event is over to make sure you can begin to apply all that you will learn.

Cincinnati USA Regional Chamber
441 Vine Street, Suite 300
8:30AM to 1:00PM

**Hey, Cincinnati American Marketing Assoc and Cincinnati Chamber Members...
...register now and receive \$100 off a full registration!**



To register log on to www.coldcallingbootcamp.net or call (866) 386 3496



Here is what other people have said about our training:

Your program has turned us all into cold calling machines; our productivity is up well over 200% across the board!

Robert Koerner, President
Identity Sportswear
Cincinnati, OH

As a sales and marketing professional, I have of course participated in many types of sales training events and read many top selling books on the subject of sales. I appreciated Revenue Stream's basic premise that prospecting skills are an entirely different set of skills than face-to-face selling. The team really embraced the ideas.

Thanks again!

Laura Fallon-Burns
Harland Financial Solutions
Director, Marketing-Business Development Team
Portland, OR

Through working with you, we were able to discover inefficiencies within our own internal operations that were hindering our ability to maintain a satisfactory sales production level.

Dan Stober, VP of Sales & Marketing
EDCO
Springfield, MO

Steve, A sales training newsletter was forwarded to me by a friend and I thought you might be interested in hearing how others see the quality of your training through our success. These are a few excerpts from the newsletter. "Recently, I received two voice mails. The difference between the two was night and day. The rep from Revenue Stream Consulting uses 96 words and has left three benefit statements or reasons for me to return his call. Would I like to increase my revenue and add value to my client relationships? Always..."

Ron S. LaVine
President, Accelerated Sales Results, Inc.

Your training has not only improved our results but has raised our profile with others in the sales training industry.

Ian Platt
Trainique USA LLC - The Sales Activator
Washington, DC

A word about your Cold Calling Coach...

Steve Farfsing is co-founder and managing partner of RevenueStream Consulting. RSC is dedicated to helping companies through high level consulting, training, or as an outsourced call center. Since the mid 90s, Steve has engaged in engineering cold calling campaigns for many top companies, including LexisNexis and PriceWaterhouseCoopers. He currently is focused on helping companies develop those same skills. Steve has spent much of his time in the trenches learning, teaching, and leading by example. As general manager of a leading national call center he realized the critical importance of separating and mastering the art of the prospecting cold call. With that he began to find opportunities to diagnose challenges and coach people to success. He is privileged to share with you the secrets of top performance and predictable results, through the *Boot Camp* training series.



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COLD CALLING BOOTCAMP

Event Registration
Cincinnati USA Regional Chamber
441 Vine Street, Suite 300

Select event type

- Day 1: **Calling Process & Message**
 Day 2: **Managing the Process & Strategy**
 Full Event: * **2 days for the price of 2**

Date

November 13 8:30AM-1:00PM
 November 14 8:30AM-1:00PM
 November 13-14 8:30AM-1:00PM

Time

Cost

US\$250
 US\$250
 US\$500

***Register for 2 days, bring your manager on the 2nd day, and they attend for free!**

Participants – If more than 4 participants please print another sheet		
1 st Attendee Name		E-mail
2 nd Attendee Name		E-mail
3 rd Attendee Name		E-mail
4th Attendee Name		E-mail

*3 or more participants receive a 10% discount

Form of payment – please select option	
Credit Card	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX
Name on card	
Card number	
Expiration date	

Billing address	
Organization	
Address	
City	
State/Province	
Zip /Postal code	
Country	
E-mail	
Phone	

Internal use only		
Confirmation #	QTY	Total price

Registration options

- E-mail davem@revenuestreamconsulting.com include this form as an attachment)
- Fax +1 513 282 0146 (with a cover page Attention: Cold Calling Boot Camp)
- Credit card registration information may be given by the phone

If you have any questions, or if you have not received a confirmation e-mail within 48 hours of sending your registration, please call training services at 1.866.386.3496.



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