



COLD CALLING BOOTCAMP

How the Pros do it!

Sales organizations typically make two mistakes with their cold calling or prospecting efforts: treating it like phone selling and assuming that people instinctively know how to do it correctly.

Steve Farfsing, veteran sales trainer and managing partner of RevenueStream Consulting, is conducting a one day training session designed to improve every aspect of initial contact. RSC is a premier outsource provider of high-end lead generation - cold calling campaigns. You will learn their prospecting and qualification secrets from 40 years of combined cold calling experience.

Topics include:

- Building a Knowledge Base™ from your database
- Measuring activities and knowing what the numbers mean
- Effective calling cycles
- Essential calling skills
- The three levels of questioning
- Making every call a win
- How to be a more creditable caller
- How to defeat self-limiting beliefs
- Write your own ProspectStream™ calling message
- The difference between an objection and a rejection and how to handle both
- Improving your qualification skills & calling process to increase your close rate

Learn the secrets to guarantee success and confidence on the phone and turn random victories into a predictable winning process!

You will receive:

- A complete cold calling methodology
- Three level questioning system
- Derive the most value from your database
- Dispositions to manage your calling universe
- Activity management system including reports
- A custom calling script with tailoring done in class
- A complete training binder with all lessons and worksheets
- One hour of phone consultation to hone skills in the first month after the training

To Register go to www.coldcallingbootcamp.net
Or call 866.386.3496

Your Comprehensive Workshop Agenda

Registration begins at 8:00 a.m. Program hours: 8:30 a.m. to 4:30 p.m.

Get Motivated

- What is cold calling and why is it different from phone sales?
- Why it is the engine of a successful company
- The “Gap” between sales and marketing
- Active vs. Passive marketing
- Time Management

The Foundation

- Building a great database
- Segmenting your universe
- Database strategy for long-term success

Knowledge is Power

- Three levels of questions
- How this data improves your chances of success
- Stratification 101

Managing Your World

- Who to work and when to work them
- Call cycles – how much pressure do I apply?
- Goal setting and building predictability

Now that I worked them ...

- The difference between a calling disposition and a message disposition
- The value of notes fields
- Moving a prospect through the funnel

Message – “The reason we dial the phone!”

- Developing it - Using it - Evolving it
- Objection vs. Rejection and how to handle both
- The “Cascade of Pain” and how to use it

Metrics

- What to measure – How to measure – What it means
- How do I rate? Tracking against goals

Long Term – Measuring Success

- Stratification 102
- Activities & Reporting: forms and function
- Avoiding “Critical Fit Bias”



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Here is what other people have said about our training:

“The seminar was excellent and of great value to us. It affirmed several things we were doing well, but also challenged key weaknesses in our selling practices--both in our prospecting processes as well as our message. We're already implementing changes and it's not been 24 hours since the seminar! Keep up the great work, and know that I highly recommend your training/consulting services to colleagues.

Brian Taylor
CEO
Scenario Learning
Cincinnati, OH

“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

“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 Trainique 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!

Trainique will get a return call.”

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

Improve your calling efforts today!



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