



Relationship TeleProspecting

This skill-based course provides outbound teleprospectors with the skills needed to quickly and effectively establish rapport with new prospects and identify what they will value in your product or service.

"Relationship TeleProspecting" is a 2-day course specifically designed to teach teleprospectors the skill models they need to open the call effectively, stimulate interest in your product or service and qualify the buying potential of the prospect. Once qualified, the prospect can be pursued by the teleprospector or turned over to a sales person to complete the sale process.

Course Agenda

- Module 1: Traditional vs. Relationship TeleProspecting**
- Module 2: Building your Benefit Profile**
- Module 3: Qualification via Context and Situation Questions**
- Module 4: The Opening Statement Skill Model**
- Module 5: The Strategic Questioning Skill Model**
- Module 6: Gaining Commitment to the Next Sales Step**
- Module 7: Closing the call professionally**
- Module 8: Practical Application via a Customized Call Guide**

BENEFITS of **"Relationship TeleProspecting"**

Upon Completion of this course, participants will be able to:

- Define and demonstrate how to use selling skill models that build prospect relationships
- Use the Opening Statement Skill Model to build rapport and capture interest
- Use Strategic Questioning to uncover the prospect's needs
- Demonstrate how to sell to a prospect's need rather than "pitch" features
- Improve their prospect conversion ratio
- Generate a greater number of qualified prospects



Call Amtech Marketing to discuss how your company can increase sales through the implementation of this dynamic selling skills training.

Call today 888-546-4844

303-814-1379

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