



# THE INFLUENCE BUSINESS

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*Raise your level of influence*

## GETTING (BACK) IN TOUCH - TELEPHONE CALLS (SEMINAR)

### Overview

This **programme** is for **an unlimited number of experienced people** and can be tailored to last from **one to three and a half hours**. It looks at how to reduce reluctance to pick up the phone to old clients with a view to getting back on their radar after leaving it far too long. The longer it is left, the harder it becomes.

Forum theatre is the main learning medium. We start by exploring the audience's experiences in making these uncomfortable calls and they are then given a short scenario.

A 'partner' (actor) starts to make a call to a 'client' (another actor in a nearby room) and will stop and seek audience guidance at any stage where he/she is unclear about how to proceed or if a member of the audience wishes to make a suggestion. The call progresses with continuing input from those watching and with the facilitator addressing learning points as and when they arise.

This programme works extremely well at retreats and conferences.

We focus on what are commonly perceived as uncomfortable areas:

- What can we say that will interest the other person?
- How do we deal with the secretary?
- What happens if someone completely different answers the phone?
- Should we leave a voice mail and if we do, how do we make it compelling?
- How do we deal with the fee question and with objections generally?
- How do we answer the 'What makes you different?' question?

### Aim

To help partners and senior members of your team develop their skills and confidence to use the telephone so they can re-establish contact with old clients and win more work from current clients.

### Outcomes

At the end of the programme, participants will:

- Gain the confidence to pick up the phone and ask 'uncomfortable' questions
- Plan each call properly
- Know the reasons to call that will appeal to the client
- Understand the importance of listening and responding accordingly
- Build greater rapport with their clients



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- Know what behaviours work for them in a call, what don't and why
- Handle objections with greater confidence
- Be able to handle the 'What makes you different?' question
- Leave more compelling voice mails

### Methodology

Forum theatre is the principal medium for this programme with one facilitator and two actors leading the audience through the calls. The audience themselves inform and contribute to the content and style of the call, with in all probability, a member of the audience making the final comprehensive call.

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