



THE INFLUENCE BUSINESS

Raise your level of influence

GETTING (BACK) IN TOUCH - TELEPHONE CALLS

Overview

This **three and a half hour** programme **for a maximum of six participants** looks at how to reduce reluctance and to improve both confidence and success in picking 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. We start by exploring the audience's experiences in making these uncomfortable calls.

Participants are then given a short scenario and both make and listen to a call to a client (actor) in another room. This call is videoed and evaluated and learning points are addressed. A tutorial session follows where additional learning points are introduced. Participants make and listen to a second call which is again videoed and evaluated.

Aim

To help participants 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, they 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
- 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
- Have more success in getting past the gate keeper



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Methodology

Extensive use is made of video review that allows participants to hear themselves as the clients hear them and to see their body language whilst making the call. This helps convince them that the skills really work for them. An experienced professional actor/coach plays the key client role. Participants determine the issues they find challenging and these can be included in the exercise. The person making the call receives personal feedback from the client (actor) as well as the remaining participants who are watching and listening at both ends of the call. This allows everyone to consider what worked well and what they might do differently in a real situation. They then have a second chance to try out their skills.

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