



ANTHONY STEARS

GROUP TRAINING &  
MENTORING PROGRAM

4 - 6 WEEK PROGRAM

(PREPARED AND SENT IN **JULY - 2018**)

# TRAINING & SUPPORT PROGRAM

## OVERVIEW

This program is designed to develop the style & skills of your staff operating on the telephone. Showing the team easy ways to begin helping clients to buy (rather than trying to sell to them), by increasing their productivity and improving attitudes in the office.

As part of the discovery mission we will look at all telephone activity within your business or team to gain a full understanding of the sales cycle, and the hurdles your team needs to overcome when speaking with clients on the telephone. We then tailor a Telemarketing Masterclass to make sure that everyone gets what they need to increase their confidence and their strike rate. Aimed to give structure, we look to enhance your teams own style and give them back control of their conversations. We will create an action plan to gather all the ammunition we'll need to perfect the pitch, and begin building a "wish-list" of prospects and strategic partnerships to target.

Materials will be provided for all attendees and this program also includes the follow up webinar. As discussed, being able to run the session at your own office will help to keep costs down.



Proposed Date: **SEPT/OCT 2018**

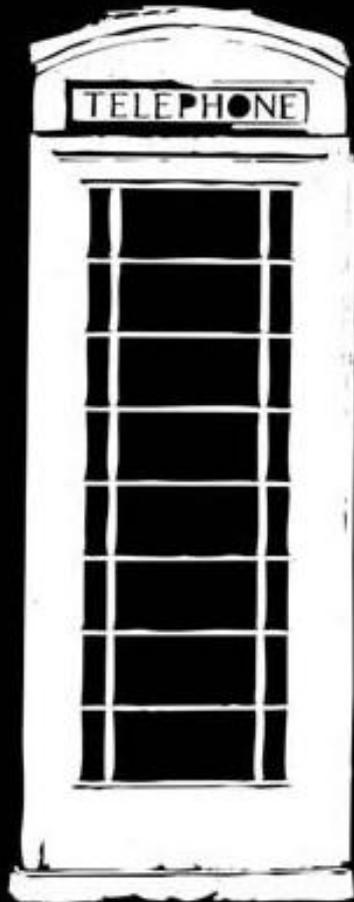
# DISCOVERY MISSION

## MISSION OVERVIEW

(Includes)

- A pre-engagement questionnaire for all attendees to fill in prior to my visit. This takes less than 10 minutes for them to complete, and allows me to tweak the session to make sure they get everything THEY need from our time together.
- A Skype interview with you and the team leaders to discuss what areas YOU want to address and the issues you see with specific staff. This usually takes 30 – 60 mins.
- I will request to see any marketing literature that is being sent out to prospects to review, feedback and make some recommendations.
- Onsite observation isn't essential and does cost extra – (Not Included) 2-4 hours in your office to observe calls being made by the team, giving me a chance to hear "the pitch". This can be done the day before the workshop and allows me to get a good understanding of what approach they are taking, plus it helps the rapport building process which in turn allows me to bring out the best in people.





- PERFECT YOUR PITCH
- PREPARING TO MAKE CALLS
- GETTING PAST THE GATEKEEPER
- CALL STRUCTURES
- DEALING WITH OBJECTIONS
- RAPPORT BUILDING TECHNIQUES
- PROSPECT MANAGEMENT
- IMPROVING CONVERSION RATIOS
- MOTIVATION AND DISCIPLINE

# WORKSHOP OVERVIEW

# TELEMARKETING MASTERCLASS

## INTERACTIVE WORKSHOP

This half day Telemarketing Masterclass will change the way your team think about picking up the phone. We'll be looking at the importance of telephone etiquette and how to get permission to speak, while providing a call structure to follow and some techniques to keep them in control of their calls. If time allows (and you are happy for me to do so), I may finish the session with a couple of Live Calls, to show the team the structure and techniques we've been talking about in action.

This program includes a take away pack of all the days materials for each of the attendees. You will also receive a hard copy of my book, plus a digital copy of the slide used on the day, which can be utilised for internal use only - *to use as a reference tool and helping induct new starters.*

This session will be delivered in your office and will run from 09:00am – 1:00pm, or, 12:30-4:30pm, usually with one/two short tea-breaks.

This session comes with a guarantee that Everyone in the room will walk away with a "Gem", something useful they could implement straight away.





# FOLLOW UP WEBINAR & DEBRIEFING CALL

## 2 WEEKS LATER

(approx. 60 minutes)

1-2 weeks after the masterclass I will always deliver a remote group follow up session - This is usually conducted over skype or using a teleconferencing service, lasting from 30-60 mins depending on how much extra help is needed (you may record this session if you wish). This gives the attendees an opportunity to discuss what's been happening since our session, sharing any success stories and looking to address any new objections or issues that may be coming up.

(30 - 60 minutes)

Around 1 month after the workshop we will conduct a “debriefing call” (30 mins) to review the performance of the team and discussing if/how best to continue their development. *Follow up sessions & “Part 2” can be run in a variety of ways, from doing mini refresher sessions, running a “call clinic” (calling as a group), or 1-2-1 coaching & monitoring. Some clients choose weekly/fortnightly skype calls or monthly webinars between visits, but we can discuss how YOU think would work best at the appropriate time.*



# INVESTMENT

## MISSION BREAKDOWN

Discovery mission – attendee questionnaire , management interviews, literature review and recommendations, excludes onsite observation

Telemarketing Masterclass - This half day interactive workshop includes workbooks, a set of Desk Prompt Postcards, and a copy of my book for each attendee, PLUS a digital copy of all materials used on the day will also provided.

Follow up webinar – 60 minute via Skype or Teleconferencing system

Debriefing – Video conference meeting to review team performance with the senior management team, to discuss the results and if/how continued support could be delivered.

The Total Investment for this initial 4 stage program would be £2,150, plus £37.50 per person for all materials, plus any additional travel & expenses.  
*(Payment Terms – 50% deposit is taken upon booking, and the remaining balance is due two weeks prior to the onsite visit)*



IF YOU HAVE ANY  
QUESTIONS AT ALL  
OR YOU WOULD LIKE TO  
DISCUSS THIS PROGRAM  
PLEASE CALL  
ANTHONY ON 07887 798033

