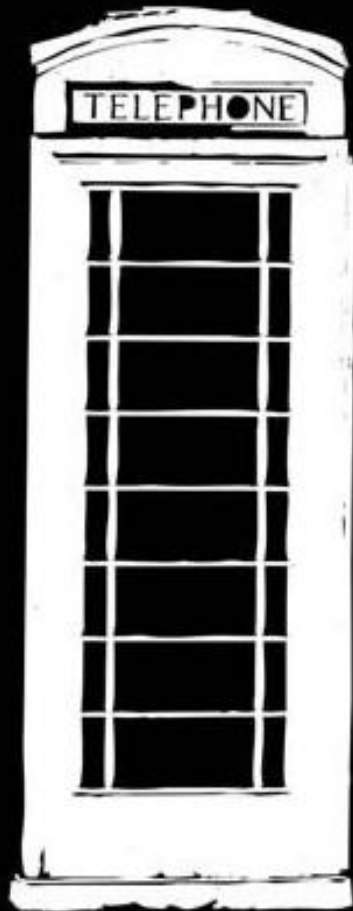




ANTHONY STEARS

**'LITE VERSION'**

1-2-1 COACHING PROGRAM



- PERFECT YOUR PITCH
- ENHANCE YOUR STYLE
- BUILD A WISH LIST OF CLIENTS
- GROWTH STRATEGY AND ACTION PLAN
- FRESH ATTITUDE AND NEW IDEAS
- ONGOING SUPPORT
- UNLIMITED EMAIL SUPPORT FOR 90 DAYS

# COACHING OVERVIEW

# COACHING & MENTORING PROGRAM

## SESSION 1

(usually 90 minutes)

Together we will discuss all the telephone activity within your business and gain a full understanding of your sales cycle and the hurdles you need to overcome. From here I will take you through the relevant areas of my Telemarketing Masterclass to make sure that you get what you need to increase your confidence and strike rate. Aimed to give structure, we'll look to enhance your own style and give you control of your conversations. We will create a action plan to gather all the ammunition you need to perfect your pitch, and we'll begin building a "wish-list" of prospects to target. We will design a "points system" that helps you to push prospects through the sales cycle, and this also give us something useful we can measure and improve on.

We will then book in our next session and agree on an "action-plan" for you to undertake over the weeks that follow.



# (USUALLY 1 WEEK LATER)

## SESSION 2

(60 mins)

This gives us a chance to discuss what you have put in to practice and find out what has been working, and gives us an opportunity to look at any new objections/hurdles you may have faced. We will then consider ways to get around these or prevent them from coming up in the first place.

I'll offer advice for handling specific situations or clients as we continue to develop your telephone skills, and giving you the ability to make each call count.

We will agree a date for our next session and set some challenges for you to undertake over the week that follows.



# (USUALLY 1-2 WEEKS LATER)

## SESSION 3

(60 mins)

We will typically start by discussing your recent activity looking at any new issues and hopefully giving you a chance to share some success stories too. Opening up the business development process further we will look to establish clever ways to find more opportunities and close more appointments. We can develop a strategy to target new markets and find ways to stand out from the competition.

To finish the session we will agree a date for our next call and set some challenges for you to undertake over the week that follows.



# (USUALLY 2 WEEKS LATER)

## SESSION 4

(60 mins)

Similar to session 3 we will review your current activity and look to recommend further advice to tackle any new objections that come along.

We can continue to develop your telephone pitch for each market you're looking to target, and will take you to a level where you feel you can stay in control of all of your calls.

From here we can review whether additional support is required, and if applicable we can look at either fortnightly or monthly calls for 30-60 minutes to continue the development process and give you some extra accountability.

**INVESTMENT** – Coaching is charged at a rate £450.00 for the first remote 90 minute session, and £300.00 per hour from then on. (After session 1 we can move on to a “pay-as-you-go service”, using the time as and when it's needed)

### COACHING PACKAGE

This includes all 4 sessions (90min + 3 hours) for a grand total of just £1,150.  
*(You can add additional people for just £300.00 per person extra)*



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

