



ANTHONY STEARS

GROUP TRAINING &  
MENTORING PROGRAM

'LITE' 2 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. Being able to run the session at your own office will help to keep costs down and will allow for a 'Live Call Clinic'.



Proposed Date: **SEPT/OCT 2018**

# DISCOVERY MISSION

## MISSION OVERVIEW

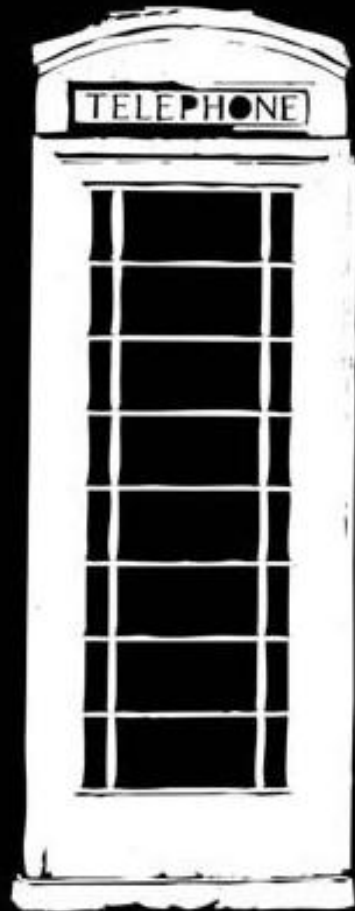
(Includes)

Starting by conducting a “Briefing Call” (usually 30-60 minutes) with any of senior management team that would like to get involved, to discuss the challenges you/your team face, and the goals you’re looking to achieve.

I’ll ask questions about members of the team and we can discuss anyone that may need any special attention on the day, or who might be “harder to work with”. I will also request to see any marketing literature that is currently being send out to prospects to review, feedback and possibly make some recommendations.

From here I can tailor a session to meet everyone’s needs, and we will confirm the venue and running times for the day.





- 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 2.5 hour 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. With your permission we'll finish the session with a Live Call Clinic, to show the team the structure and techniques we've been talking about in action.

This program includes a hard copy of The Telephone Assassin Book for each attendee, 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 at your location/office and will run for around 3 hours in total, usually with a short tea-break in the middle.

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. 45 minutes)

1-2 weeks after the Masterclass we 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.

(20-30 minutes)

Around 1 month after the workshop we will conduct a short “debriefing call” (around 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 – Management interviews / Briefing Call, literature review and recommendations

Telemarketing Masterclass - This 2.5 hour interactive workshop includes a copy of my book for each attendee & a digital copy of all materials used on the day will also be provided.

Follow up webinar – 45-60 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 £950, plus £10.50 per person for the books, 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

