



ANTHONY STEARS

GROUP TRAINING &
MENTORING PROGRAM

(**12 WEEK** INTERNATIONAL TRAINING PROGRAM
PREPARED AND SENT IN **JUNE - 2018**)

TRAINING & SUPPORT PROGRAM

OVERVIEW

This 3 month training 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), and helping them to increase productivity and improving attitudes in the office.

As part of the Discovery Mission we will look at all telephone activity within your business/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 can then tailor a Telemarketing Masterclass to make sure that everyone gets what they need to increase their confidence and their strike rate. With the right structure, mindset and techniques, we'll look to enhance your teams own style and give them back control of their conversations. Creating an action plan to gather all the ammunition they'll need to perfect the pitch and over-come objections, and begin building a "wish-list" of prospects and strategic partnerships they could target.

Materials will be provided for all attendees and this program also includes a return visit for more onsite training, multiple remote sessions, 2 webinars, plus a 30 minute debriefing session at the end of the program.

Proposed Date: **JULY/AUG 2018**



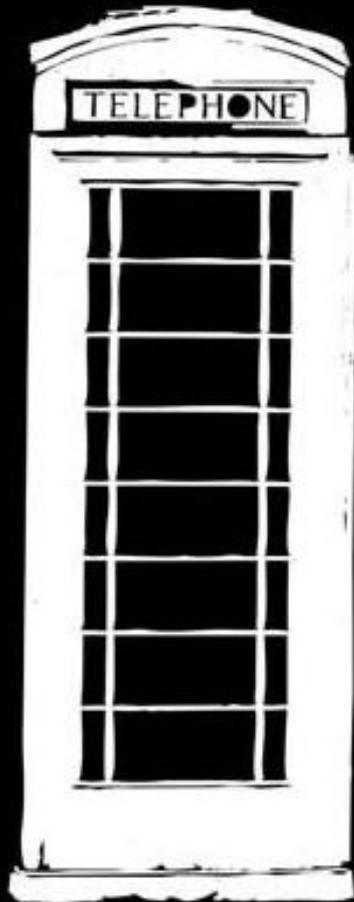
DISCOVERY MISSION

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 potentially make some recommendations.
- Onsite observation isn't essential, but *2-4 hours in your office to observe calls being made by the team, will give me a chance to hear "the pitch". This can be done on the morning of, or the day before the workshop, and allows me to get a good understanding of what approach is being taken. It can also help 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
- OBJECTION HANDLING
- HOW TO BUILD RAPPORT QUICKLY
- 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...before moving back to their desks for a 2 hour "Call Clinic".

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 can be delivered in your office, and usually runs from 10am – 4pm (this can be compressed to a 4 hours workshop), 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 SESSIONS

1 & 2 WEEKS LATER

(2 x approx. 45 minutes)

Around 1 week after each masterclass I 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 everyone 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. **This is then repeated** the following week to track progress.

WEBINARS

REMOTE SESSIONS

(2 x 60 minutes)

These can be focused on a topic of your choice and will last up to 60 minutes each.



COACHING & SUPPORT

REMOTE

(4 hours of additional support)

On top of the follow up calls and webinars already included in this package you also have 4 hours of time which can be used when needed, in a variety of different ways.

From regular updates and strategy calls with managers and team leaders, through to additional 1-2-1 support and coaching for individual team members, or even extra webinars... the choice is yours.

DEBRIEFING CALL

AFTER 12 WEEKS

(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 it would work best at the appropriate time.



TRAINING & SUPPORT PROGRAM

12 WEEK SCHEDULE

This 12 week training program includes 2 onsite visits with 4 x remote follow up sessions to ensure progress. Plus 2 hours of webinars (on topics of your choice) and 4 additional hours of remote support and coaching, which can be used when needed by managers/team-leaders for “check-in calls” or for 1-2-1 coaching with the individual members of the team.

Week 1 - Discovery Mission

Week 2 - Onsite workshop – A tailored Telemarketing Masterclass and Live Call Clinic

Week 3 - Remote/video follow up session

Week 4 - Remote/video follow up session

Week 5 - Webinar

Week 6 - Onsite Visit – Refreshers, Advance Topics and Call Clinics can all be delivered

Week 7 - Remote/video follow up session

Week 8 - Remote/video follow up session

Week 9 - Webinar

Week 12 - Debriefing – review team performance & motivation levels

Training materials will be provided for all attendees to keep.



THE 10 WEEK PROGRAM

MISSION BREAKDOWN

Discovery mission – attendee questionnaire , management interviews, literature review and recommendations, Plus an On-site Observation Session

Visit #1 – The Telemarketing Masterclass - This half day interactive workshop includes workbooks for all attendees, a copy of my book and a digital copy of all materials used on the day will also provided. Plus a 2 hour Call Clinic.

Follow up webinars – Usually 60 minute remote video sessions - each delivered via Skype or an alternative Teleconferencing system in between visits and throughout the program.

Visit #2 – “The Refresher Session” & live Call Clinic – 2-4 hour “mini workshops” on the topics the team need most, plus the remaining day coaching, listening in, and motivating.

Webinars – In these remote sessions we can take a closer look at using LinkedIn and social media to help us on the phone, or any topic you think I can provide.

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.



INVESTMENT

MISSION BREAKDOWN

Discovery mission – attendee questionnaire , management interviews, literature review and recommendations, Plus an On-site Observation Session

Telemarketing Masterclass and Call Clinics - 2 full days onsite including workbooks for all attendees, a copy of my book and a digital copy of all materials used on the day.

Follow up webinar – 2 x 60 minute via Skype or Teleconferencing system.

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

The Total Investment for this initial 12 week program would be charged at £6,850 plus £32.50 per person for all the materials, and any additional travel & expenses.

(Standard Payment Terms – 50% deposit is taken upon booking, and the remaining balance can be spread across 3 monthly payments)



IF YOU HAVE ANY
QUESTIONS AT ALL
OR YOU WOULD LIKE TO
DISCUSS THIS PROGRAM
PLEASE CALL
ANTHONY ON +44 7887 798033

