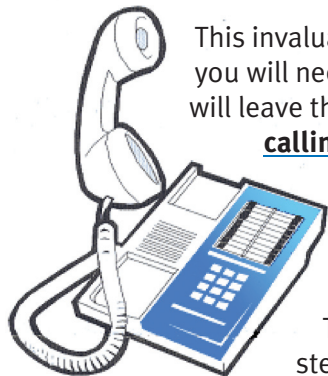


*This public workshop is held monthly in Crows Nest, Sydney.
It can be customised to your needs and conducted inhouse.
Individual coaching on request.*

JENNY CARTWRIGHT
Principal Trainer

“Get more Prospects, Leads and Appointments Immediately!”

TELEMARKETING SKILLS TO TRIPLE YOUR SALES \$\$\$



This invaluable **Telephone Sales Skills Workshop** teaches you and your staff the skills and techniques you will need on the telephone to **win more prospects, increase leads, appointments and sales**. You will leave the course with much **more confidence** and **motivation** to get on with the job of **cold calling** or **calling your past and existing customers**. Armed with your new skills, you have **more purpose** and you will be able to **achieve better results instantly**.

“Excellent course – can’t wait to get on the phone!” *Roland Knight, Centrica*

The average response you can expect from a direct mail campaign is 1%. If you go one step further and take the time to call the people you have mailed within a week, then your response can increase between 20% and 30%.

The secret is to have trained staff. Untrained staff fumble through calls, don’t get results and leave, disillusioned, within a short time.

Good telemarketers are worth keeping. They stay in regular contact with clients and build rapport. If you equip them with the right skills, they’ll get results and be motivated.

***Don’t let an untrained telemarketer loose on your telephone,
it may cost you money instead of making it!***

***“I finally know how to make money using the phone!
This is a brilliantly simple framework.”***

Howard Tinker – Director, LifeTools Australia

“This was learning in a practical way, using real life experience”

Suryana Wati – G & G Furniture Imports

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Sales and Telesales Solutions Fax: (02) 9418 9069 Email: jennycartwright@bigpond.com

WWW.TELESALESTRAINING.COM.AU

WHO IS THE TRAINER?

JENNY CARTWRIGHT

This workshop is based on the skills and experience of one of the best telemarketers and trainers in Australia today. Jenny Cartwright is unique in that she still does telemarketing herself, which keeps her in touch with the skills required in today's marketplace. She is a certified trainer and wrote the first telemarketing course in 1995.

Jenny was National Marketing Manager of the Telford Hotel Group for 6 years, International Marketing Manager of Centralian Tours for 3 years and Product Development Manager of Insight International Tours for 1 year.

In 1988, she established her own company, **Jenny Cartwright Promotions**, to help companies, on a consulting basis, to develop their business and increase sales. Examples of some of her clients have been Jones Lang Wootton, Day-Timers, Vagabond Cruises and the Executive Meeting Centre.

From 1991 - 1996, through direct mail and telemarketing campaigns, she successfully promoted **Tom Hopkins and Anthony Robbins on four of their visits to Australia, Zig Ziglar, Sales Congress 91,92,93,94,95,96 and 97, James Rohn, Denis Waitley, Harvey Mackay, Michael Gerber and Jay Abraham.**

Examples of some of her inhouse training clients are **Macquarie Corporate Telecommunications, Blue Haven Pools, The Real Estate Institute, R.M. Smith & Son, Hexal Pharmaceuticals, ID Warehouse, Acorn Australia, Phytomedecine, Chandler Macleod, MSA, APS Chemicals, Nutri-metics, Phillips Components, John Grant Real Estate, Dept. of Births, Deaths and Marriages, Australian Casualty and Life, Delaney Kelly Golding, Integrated Machine Monitoring, Valuer General's Department and Tourism Tasmania.**

WHAT YOU WILL LEARN

- ✓ Why telemarketing works
- ✓ How to present more professionally on the telephone
- ✓ How to build rapport with customers fast.
- ✓ How to prospect and qualify the decision maker
- ✓ How to get 7 out of 10 appointments on the telephone in one hour
- ✓ How to make a sales presentation
- ✓ How to close sales on the phone
- ✓ How to turn every enquiry into a sale
- ✓ How to get add-on business on incoming and outgoing calls
- ✓ Follow-up techniques, customer service
- ✓ How to get referrals
- ✓ The six steps to preparation and planning :-
- ✓ **How to:**
 - ~ Achieve targets
 - ~ Write a script that works
 - ~ Handle objections
 - ~ Prepare calls
 - ~ Prepare yourself
 - ~ Create a telemarketing system (organisation, of call-back times, paperwork and information send-outs)
- ✓ How to overcome call reluctance
(If you currently use a sales script, please bring it with you. You will have the opportunity to work on this during the day to make it work better for you.)

WHO SHOULD ATTEND?

Telemarketers • Salespeople Telesalespeople • Customer Service staff • Business Owners • Sales Managers

Enquiries and Quotations: Tel: 02 9427 3479
E: jennycartwright@bigpond.com

