



**SALES AND TELESales  
SOLUTIONS**

Helping people to **increase** their market share

## ONE DAY WORKSHOP



**JENNY CARTWRIGHT**  
Principal Trainer

*This public workshop is held monthly in Crows Nest and tri-monthly in all states of Australia. It can be customised to your needs and conducted inhouse.*

**“Get more Prospects, Leads and Appointments Immediately!”**

# “HOW TO TRIPLE YOUR SALES \$\$\$”

This **INVALUABLE Sales Skills Workshop** teaches you and your team the skills and techniques you will need on the telephone to **get more leads, more appointments and close more sales instantly**. You will leave the course with much **more confidence and motivation** to get on with the job of **cold calling**. You will be able to call your past and existing customers **without feeling a pest** and you'll be able to follow up mail-outs and quotes **without the fear of rejection**. Armed with your new skills, you will 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*

If you don't consistently do prospecting calls to generate new leads, your business will soon die. When you have the skills and the strategies to do this effectively, you start achieving and it becomes fun. Imagine if you were to gain just one or two extra customers a week, your investment would be more than covered.

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

Imagine the thousands of dollars you might have been leaving on the table from not following up mail-outs, quotes, existing and inactive customers by phone. You need to know exactly what to say to make this work.

Sales people who have good telephone selling skills are the best achievers.

You can be confident in the fact that you have found the one workshop that can truly give you the key to the most cutting edge, up to the minute skills and strategies that will immediately send your sales soaring. This information could be the difference between ordinary and extraordinary results for you and your business.

***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

# TELEPHONE 02 9427 3479

Sales and Telesales Solutions Fax: (02) 9418 6069 Email: [info@telesalestraining.com.au](mailto:info@telesalestraining.com.au)

**<http://www.telesalestraining.com.au> to see dates of next workshops**

# WHO IS THE TRAINER?

**JENNY CARTWRIGHT** - Author of "Don't Get Hung Up"



This workshop is based on the skills and experience of award winning telemarketer, accredited sales trainer and coach, Jenny Cartwright. For 5 years, she achieved record breaking results (via telemarketing on a commission basis) promoting some of the world's biggest names including Tom Hopkins and Anthony Robbins on four of their visits to Australia, Zig Ziglar, Jim Rohn, Brian Tracy, Denis Waitley, Harvey Mackay, Michael Gerber and Jay Abraham. Prior to this, Jenny had positions such as National Marketing Manager of Telford Hotels for 6 years, International Marketing Manager of Centralian Holidays for 3 years and Product Development Manager of Insight International Tours, for a year.

In 1988 she established her own consulting and training company to help businesses increase sales. Examples of some of her inhouse sales training clients are Macquarie Corporate Telecommunications, APN Newspapers, Trend Micro, Hexal Pharmaceuticals, ID Warehouse, Acorn Australia, Phytomedecine, Chandler Macleod, MSA, APS Chemicals, Nutri-metics, Phillips Components, Australian Casualty and Life, Valuer General's Department, Tourism Tasmania, LJ HOOKER, APN Newspapers, ING, Food Services Central, AG Tyres Moree and Water Filters Australia. She has also run workshops for The Australian Telemarketing Association, The Recruitment & Consulting Services Association and The Real Estate Institute on a regular basis.

## WHAT YOU WILL MASTER

- ✓ 5 ways to develop a captivating tonality
- ✓ What never to say on a call – the words that kill the sale
- ✓ The questions to ask that build rapport instantly
- ✓ How to qualify the decision maker and get through the gatekeeper
- ✓ The process to get 7 out of 10 appointments in one hour
- ✓ How to convert 9 out of 10 enquiries into a sale
- ✓ The key elements of a powerful sales presentation
- ✓ Seldom used closing techniques that really work
- ✓ Follow-up techniques
- ✓ How to increase the value of the purchase
- ✓ Simple ways to get referrals
- ✓ How to overcome call reluctance
- ✓ The six steps to preparation and planning:-
- ✓ How to:
  - ~ Set and achieve your targets
  - ~ Write a sales script that triples your sales instantly
  - ~ Handle every objection with 4 simple techniques
  - ~ Prepare yourself for success before picking up the phone
  - ~ Plan your calls
- ✓ Manage your time to get both the calls and the paperwork done  
**(if you currently use a sales script, please bring it with you. You will have the opportunity to work on this or develop a new one on the day)**

## WHO SHOULD NOT MISS OUT?

**Telemarketers • Salespeople • Sales Managers • Direct Marketers • Business Owners  
Customer Service staff**

**Enquiries and Quotations: Tel: 02 9427 3479  
Email: [info@telesalestraining.com.au](mailto:info@telesalestraining.com.au)**

