

# APPOINTMENT MAKING

## COURSE OVERVIEW

### Generate new business opportunities through qualified appointments

- Increase conversion rates and generate more qualified appointments
- Learn how to structure calls effectively through TACK's phone lab – a unique, practical environment enabling you to practise, listen and receive feedback on your calls
- Increase confidence to overcome objections

As important as it is to keep existing customers, to ensure future success businesses must continue to generate new business. Finding new high quality contacts who will become long term loyal buyers of your products and services is the objective of virtually every business. Yet it can feel impossible with increased competition on price or product/service range, poor sales technique and/or greater resistance to sales calls being just some of the perceived barriers.

Generating new business, however is a skill that can be learned. This all begins with establishing contact with the right person and then gaining that all important appointment at a specified date and time. Once learned, these skills can consistently open doors, ensuring appointment targets are met and new sales are generated.

**For further information visit [tacktmi.co.uk](https://tacktmi.co.uk). If you would like to speak to a member of the team call 01923 897 900 or email [uk@tacktmiglobal.com](mailto:uk@tacktmiglobal.com).**



**Scheduled Virtual Classroom: £599 +VAT**

**Also available as an in-company tailored programme**

**Visit [tacktmi.co.uk](https://tacktmi.co.uk) for further information**

### SUITABLE FOR:

Anyone who uses the phone to find new customers and are responsible for generating new business for themselves, their colleagues or their company.

### YOU WILL LEAVE THIS COURSE ABLE TO:

- Generate more qualified appointments
- Get through to the decision maker
- Open the call and grab the contact's attention
- Create and establish the need for an appointment
- Close on the appointment
- Establish rapport
- Respond to objections with confidence