

# On-Site Cold Call Coaching

## What is On-Site Cold Call Coaching?

The key to successful cold calling is a good script, probing questions, and qualifying potential prospects. OSCCC is a six hour, hands-on course, designed to help salespeople learn how to make successful cold calls that result in meetings with decision makers. OSCCC focuses on real-time practice sessions using a cold calling script to set meetings with decision makers.

## Who Should Attend OSCCC

OSCCC is recommended for every salesperson in the company. Without face-to-face meetings to develop new business, companies are finding it difficult to increase revenue.

## Topic Areas Covered in OSCCC

- ▶ Feedback on dialogue with prospects when setting meetings
- ▶ Feedback on voice mail messages to prospects
- ▶ How to speak to gatekeeper to set meetings with decision makers
- ▶ Practice using qualifying questions to determine if contact is a good prospect
- ▶ Practice using testimonials to secure meetings with decision makers
- ▶ Practice using email confirmation methodology to confirm meetings

## What are the Outcomes of OSCCC?

- ▶ Become proficient at talking to prospects and setting quality meetings
- ▶ Become proficient at leaving voice mail messages that generate returned calls
- ▶ Learn to set meetings with decision makers with the help of the gatekeeper
- ▶ Successfully manage prospect list
- ▶ Enjoy cold calling and set quality meetings with prospects

## How is OSCCC Conducted?

OSCCC is designed to be highly interactive due to the on-site format. Open discussions, feedback on real-time cold calls and voice mail messages assist the participant to acquire, practice, and transfer the concepts and skills back on the job. The course runs for three weeks, two hours per week on-site.

For more information on OSCCC and all other services, contact us at (860) 533-1607 or E-mail us at [info@revenuegenerators.net](mailto:info@revenuegenerators.net).