

Winning Appointments



Key Insights and a Structured Approach to Closing Quality Appointments With Prospects Using a Simple and Professional Approach That Guarantees a Flow of New Business Appointments.

Interactive Bite Size Coaching Pack with Simulation

Description

Why should I see you? Answer the question in a compelling way and the sales person has an appointment – the first step in making the sale.

'Winning Appointments' shows your people how to approach this task to deliver a continuous supply of qualified, high value appointments.

A unique three step process shows participants:

- **Process** – how to create a process that will generate the appointments the sales person needs to do business.
- **Approach** – how to approach the target. A powerful approach that shows participants how to create letters and e-mails that will make the target want to know more about your product or service.
- **Appointment** – how to sell an appointment on the telephone. A cold approach or follow-up to a letter or e-mail, participants learn how to use structured dialogue that sells the appointment.

Plus an insight into how participants can use other tactics to win appointments.

The first stage in selling to anyone is getting in front of them. So how do you sell the customer, or prospect, the idea of giving their time to meet with you?

Simulation Content

Working in the software industry, your people have been given 20 new prospects by their sales director and now have to make appointments. The "Winning Appointments" simulation challenges them with decisions on their process, preparation of e-mails, letters and telephone calls to close the appointment. The simulation scores their behaviours and provides feedback on every decision.

Will they get their sales campaign started with high quality appointments, or could they fall at the first hurdle?

What You Will Receive

The easy to use 'Winning Appointments' Bite Size Coaching Pack comes complete with professionally prepared materials that include:

- Winning Appointments business simulation
- PowerPoint slides
- Coaching guide
- Coach's notebook
- Participant notebook
- CD containing the simulation, PowerPoint slides and PDF files of all materials, **which you can print from the disc as often as you wish.**

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How the Programme Works

This powerful and effective **Bite Size Coaching Pack** is designed to last between **90 – 120 minutes** and to be delivered in three stages:

Stage	Activity	Outcomes
Coaching Time: 45-60 Minutes	The coach takes the participants through the programme. This integrates lecture and debate with practical projects and personal exercises. PowerPoint slides, detailed coaching guide and notebook are provided for the coach. Participants have a detailed notebook to use and retain.	The content drives new skills, knowledge and behaviours which are practised in the simulation. Group and individual projects challenge participants to think how they will implement this new learning in their personal roles.
Simulation Time: 30 minutes	Participants are challenged to make decisions on realistic situations they are likely to face in their personal roles. They debate each decision and reach consensus on the best option. The debate is a highly effective step in the learning process. We recommend that participants work in teams of four. However, the simulation works effectively as a one on one coaching aid.	People learn from the experience the simulation creates - reflecting on the decisions they have made and their consequences. This unique approach embeds learning, achieves high levels of retention and – most importantly- gives people the confidence to apply these skills in their personal roles.
Feedback Time: 30 minutes	Participants review the feedback provided by the simulation and then regroup with the coach. The coach will discuss each decision, comparing the decisions taken by each group – or individual – and will clarify which choices are correct and the learning that sits behind them.	Everyone leaves the programme with improved knowledge of how to successfully implement the skills learnt.

Group Size - this will vary based on how comfortable the coach is with large groups. As a minimum, we would suggest 6 and a maximum of 20 participants.

Individual Coaching – the programme works very effectively as a one-on-one event when there is a need to address a specific skill area with one individual.

Equipment You Will Need

To run this simulation event, you will need:

- A pc or laptop for each team, or individual participant, with Windows 2000, XP or Vista
- LCD projector
- Flipchart
- Printer – an option that is useful but not essential.