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## **How to get the Appointment**

New business is always welcome but we can't just sit back and hope it will come to us without effort. Proactively encouraging new business means exploring the possibility of new contacts that may lead to new contracts.

Remember, without new business, business can die.

This highly participative half-day course, explores the professional techniques requires to develop new business and secure an organisation future.

### **Course Content**

How to find out who to sell to

How to obtain good leads

How to best do the research

How to decide when to make the call

How to get past the 'gatekeeper'

How to follow up mail shots

How to plan for success

How to set achievable objectives

How to start and control the discussion

How to really listen

How to arrive at the required resolution

How to finish with the booked appointment