



DALE CARNEGIE®  
TRAINING

Visit us at [www.dalecarnegie.com](http://www.dalecarnegie.com)



Does the idea of cold calling make you  
break out in a sweat?

Learn how to overcome “call anxiety”  
and dramatically improve your hit ratio

# HOW TO COLD CALL AND BUILD NEW CUSTOMERS

This new one-day seminar from Dale Carnegie Training® will show you real-world cold-call techniques that consistently win appointments.



# HOW TO COLD CALL AND BUILD NEW CUSTOMERS

How many "vital" things do you need to do today before you start cold calling? Clean out your files, rearrange your desk, oil the wheels on your chair? If you're like most sales people you can think of a million excuses not to cold call because – let's face it – you hate it. The rejection and sense of failure are tough to take. But cold calling is necessary to success since new business often accounts for as much as 50% of your production.

Star sales people everywhere have found ways to make cold calling productive and – yes – even fun. Now you can learn to use the techniques they use at

## ***How to Cold Call and Build New Customers***

This new, one-day seminar from Dale Carnegie Training® will show you how to make strong calls that create appointments and lead to new business. It will improve your hit ratio so that you no longer suffer the dejection caused by a steady stream of no's.

You'll begin by learning how to maneuver the modern obstacle course – gatekeepers, e-mail and voice mail – that prevents you from getting to the prospect.

Next you will write and deliver a 45 second cold call presentation. You'll also learn to ask power questions that engage your prospect. Finally, you'll learn what to do once you have the appointment.

This information-packed seminar gives you the complete process – from pre-call planning right through follow-up. More importantly, it gives you a process that works consistently so that you can get more appointments and write more business. Take the stress out of cold-call days and improve your hit ratio. Register for *How to Cold Call and Build New Customers* today.

## Who should attend

**Sales people, account executives, appointment setters, inside sales representatives and sales managers – everyone who wants to develop new business through successful cold calling.**

For more information or to register  
visit us at [www.dalecarnegie.com](http://www.dalecarnegie.com)

"I learned to get through every time  
and talk to the decision maker."

– Tammy Lowry - T.V.C.

"My appointments have gone up 100%  
by applying these sales techniques."

– Jim Scazzaro - At Home Services

At this seminar, you'll learn how to

- Search systematically for new opportunities
- Employ 7 ways to charge yourself up to make cold calls
- Use 10 proven strategies to get past the gatekeeper
- Leave voice mail messages that create callbacks
- Determine what type of prospect you are dealing with
- Understand what buyers want and how to get them excited
- Ensure that prospects will want to take your call
- Write and deliver a 45 second cold-call presentation
- Develop creative ways to position your product or service
- Understand your value proposition
- Ask power questions that engage your prospect
- Anticipate objections and turn them around
- Set more appointments with qualified buyers
- Come across as poised and confident
- Know when to stop and move on
- Understand how cold-call ratios work
- Revive dead accounts
- Use new business development to double your sales