**Pages: 6**

1. **Intro**

**GOOD MORNING / GOOD DAY**

* I am James..........from Singapore.
* How are you today?

*Good to hear that.*

1. **Build Rapport**

* I have spoken with Mr X – Head of Department Y, and Mr Z – head of Department M and I was referred to you.
* Am I catching you in a good time?

***Yes*** *– Wonderful. (****Go Ahead)***

***No*** *– I am sorry, what about just 02 minutes?*

***Yes*** *– Absolutely. (****Go Ahead)***

***NO*** *– When is that a good time to catch you back?*

1. **Clarifying**

* Basically, I understand that you are head of department O, am I correct?

***Yes*** *– Wonderful. (****Go Ahead)***

***No*** *– So who is the head, who is mainly in charge of this issue now?*

* Are you handling any project at the moment?

***Yes*** *– Wonderful. (****Go Ahead)***

***No*** *– Would you know is always dealing with this matter in your company?*

1. Product Presentation

* The purpose of this call is to let you know that my company is launching an international master class for 03 days....in Accra, Ghana...focusing on:
* Improving project controlling and evaluating
* Improving Project planning
* Saving cost of project up-to 20% and provided many international successful case-studies.
* The trainer is Mr...with 30 years of experience consulting for MNCs
* Are you interested into this training?

***Yes*** *– Great*

***No*** *– May I understand why you are not interested?*

* Can I register you and your team to this event / workshop? Yes/may be ok great

***Yes*** *– Thank you! Closing*

***No*** *– Objection Handling and find out if she has clear understanding about the product*

* If he says email the brochure.

*Sure I can do that.*

* So Sir (Name)................,
* By attending this masterclass, you can leverage your strengths and identify your improvement areas in the organization in term of **(EVENT TOPIC).......................................................................................;**
* Add higher value to your department or project, by applying**....................................(EVENT TOPIC).**
* **How does that sound to you?**

***No*** *– Objection Handling and find out if she has clear understanding about the product*

***Yes*** *– Fantastic - continue*

**I understand. Great to hear that are taking this to the next level.**

* How many people are you considering?
* Are you the final decision maker? If NO, who are decision makers? What is their names? Can I have their mobile number so that I together with you together persuade them?
* Now, with the registration fee of USD..... and with group rate you can save USD.....Would I send you the course brochure?

***No*** *– Objection Handling and find out if she has clear understanding about the product*

***Yes*** *– Alright - continue*

* I will send you the detailed agenda for the workshop including the registration fee at the last page.
* What is your email address? (Spell in Alphabet order). If general email, I am sorry my company policy does not allow me to put general email, can I have your specific company or personal email?
* When can I call you back for decision? Can I call you back tomorrow to make sure you receive my brochure?

Acknowledge: **Ok So I will call you at**....

* **Because the seats are fast taken, please register as soon as possible or email back for your interest to attend to be able to reserve seats for you.**

Acknowledge: So I remember I will send you an email immediately after this call. The email is from **(Sales name).** Please acknowledge it.

**Thank you and have a nice day**

BYE BYE

**HANDLING REJECTIONS**

NO:

**May I know the reason why?**

1. **BUDGET**

Signal:

* *The training is too expensive*
* *We don’t have budget for this training*
* *WE have zero budget this year*
* *My boss is not going to approve this training due to low budget*

Questions:

* *Put the budget aside, what do you like/not like the program?* ***(Keep the feedback to discuss with production team about).***
* ***(If totally don’t like agenda)*** *Thank you very much for your time, we shall keep in touch for future events.*
* *I see, will there be any specific issues / topics that you are looking into?* ***(keep the feedback to discuss with production team about).***
* ***Is the person said NO*** *again!*

*Have you managed to review the agenda? Because I am surprise that this doesn’t interest you. I hope you can RE\_VISIT the brochure for your more informed decision.*

* ***(If like the agenda)***
* *Help me to understand, how much is your typical budget for this kind of training?*
* *When do you prepare budget for training?*
* *Who can decide for this training budget? Since you like the training very much, will you be able to drop out some activities in your calendar and put this training into the list?*
* *Will a discount change your decision? To be frank, all delegates are paying full price,* ***ahmmmm...............*** *I would like to know how many people you plan to send so that I can negotiate with my boss accordingly. So you are proposing this number of attendee........OK!*

*Here’s what I am going to do, as one time courtesy, ONLY for your team, I am willing to work and speak with my manager to extend the Group discount to you. I will call you back after short meeting with my manager and we will take it from there. Let’s hope for the best!*

*We will speak back.*

**If they really propose more than 02 people, after saying above sentence, then report and seek helps from Tommy or Sales Manager.**

1. **TIMING / SCHEDULE**

Signal:

* *We are not available during this period*
* *We don’t have anyone available during this period*
* *I don’t think I am available*
* *I am considering because I may not available*

Questions:

* *Put the schedule aside, what do you like/not like the agenda?* ***(keep the feedback to discuss with production team about).***
* ***(If like the agenda)***
* *I see. I believe that your schedule is very hectic, but I hope you can squeeze this in your schedule. The reason being is that most of delegates are of your same industry....ALSO, the head of department... and position like...from......(competitors) are attending PLUS the fact that this is just within your country... DO YOU THINK THIS IS SOMETHING THAT YOU CAN RECONSIDER?*

***YES***

* + *I see. We will in that case, we can speak back again. How soon can I get back to you on this?*
  + *Great! We will speak back! I’m looking forward of meeting you there!*

***NO***

* + *I see. Well then, so will you be able to send your representative on your behalf? At least 01 person?*
  + *Shall there be any changes on your end, then let me know. We will keep in touch!Bye!*
* ***(If totally don’t like agenda), If the person says NO, NOT INTERESTED – be FIRM!***
* *I see, will there be any specific issues / topics that you are looking into?* ***(keep the feedback to discuss with production team about).***
* ***Is the person said NO*** *again!*

*Have you managed to review the agenda? Because I am surprise that this doesn’t interest you. I hope you can RE\_VISIT the brochure for your more informed decision.*

1. ***ATTENDED THE SAME TRAINING / ALREADY ATTENDING IN HOUSE TRAINING***

Signal:

* ***We have already attended the same training before***
* ***We have on going in house training about this topic***

Questions:

***I see, I would like to take little of your time to understand:***

* Who was the trainer of the training you attended?
* What were the training focus on?
* Would you know that different trainer shall provide different training methodology, moreover our trainer is top class international trainer in this field. I am certain his approach is highly intensive together with highly practical casestudy. Moreover we have many companies from your same industries attending such as......

**SO Would you reconsider the content again and let me know what you don’t see in the previous training?**

**Can we speak back tomorrow for feedbacks?**

**If still rejecting**. Would you refer me who else is interested into this? Thank you very much.

1. ***NOT INTERESTED / NOT WITHIN OUR CONCERNS***

* Why is this not within your interests?
* May I understand what your **EXACT** job title is?
* What is your responsibility concerning ........(EVENT TOPIC)?
* Would you refer me to the person mainly dealing with this subject? What is his name? What is his mobile number?

1. **SOURCE**

Signal:

* I have never worked with your company before; there are lots of scam now.

OH! I am sorry to hear that. We are Singaporean company with offices in Singapore, Vietnam and Ghana. For your validation, I can give you some contacts of companies in your region we have worked with. They are all top companies and Government Department.

* Other doubts about our business, refer to Tommy / Sales Manager.