

WEB-BASED TRAINING SYSTEM

PART 1: EDUCATIONAL COURSE

It all starts with a foundation of knowledge. The Educational Course will help your employees with fundamental concepts in telemarketing, psychology, and sales skills. This section of the course includes information on:

- * Structure of cold calling and getting past the gatekeeper*
- * Lead generation and CRM*
- * Persuasion tactics*
- * Psychology, including how to influence people and change their way of thinking*
- * Brand impressions and customer experience*
- * And much more*

The educational portion of the course consists of 25 individual lesson topics, lasting approximately 2-3 hours. The course includes testing for the process, and a final grade for each student who passes Part 1.

PART 2: ONE-ON-ONE COACHING SESSION

Following the educational course's fundamentals, One-on-One coaching aims to build practical skills. Individuals will train to handle a wide range of scenarios over the phone. Combining the knowledge base from Part 1, these coaching sessions will help students build confidence.

On top of the scenario-based challenges, we will coach individuals on Attitude, Tone, Emphasis, Energy, and Adjusting to the Receiver. As with Part 1, individuals will receive grades and evaluations for the final report.

PART 3: EVALUATION REPORT

Knowledge, skills, and confidence are essential. However, the results still need to be measurable. You need real metrics for HR decision making. In our training system, we will measure results against other individuals who have completed the system. We will provide you the following:

- * Quizzes and final test grades. These will demonstrate your employee's level of fundamental knowledge.*
- * One on One coaching scoring and personalized notes. These will help you learn about your employee's strengths and weaknesses.*

The evaluation report will help management measure employees and candidates with less aptitude. It will also help management learn their strongest candidates, and how to tap the potential of average candidates. Overall, it will lead to more effective management through accurate evaluations.

At RocketSales Solutions, we believe training should never stop. However, this training system is a powerful way to start on the right foot. Consider this program as an investment in your people, the backbone of your organization. Contact us today to get started.

Educational Course Topics

- 1 Introduction
- 2 Investing in Yourself
- 3 Work Ethic
- 4 Value of This Course
- 5 Objective – Impressions and Influence
- 6 Job Outlook and Key Attributes
- 7 Terminology
- 8 Customer Service and Promotions
- 9 Pillars of Customer Service – Brand Impressions and Customer Experience
- 10 Appointment Setting, Lead Generation, and Prospecting
- 11 Structure of a Cold-Call Script
- 12 Psychology – Persuasion, How to Influence People and Change Their Way of Thinking
- 13 Most Common Responses and Rebuttals
- 14 Examples of Bad Cold Calling
- 15 The Gatekeeper and Getting Through to the Decision Maker
- 16 Attitude and Tonalities
- 17 Pre-Call Strategy
- 18 Making Cold Calling Easier
- 19 CRM – Customer Relationship Management
- 20 Building a Lead List
- 21 Nurturing Leads
- 22 Self-Motivation
- 23 Working from Home
- 24 Success and Job growth
- 25 Summary