

Cold Call Training

*Cold call training specifically for the sales professionals
of the logistics and freight forwarding industry.*

For more information, please contact: gileadlogistic@bigpond.com or www.gileadlogistic.com

Introduction

Cold calling is the most universally despised aspect of sales.

Cold calling also happens to be one of the most important aspects of sales.

The ability for your sales people to pick the right cold call method, and to execute their calls in the warmest manner available to them, is at the heart of Gilead's Cold Call Training Programme.

Our purpose is to employ skills harnessed from industries that necessarily rely upon cold calling for their success. We adapt the most appropriate of these skills for the logistics and freight forwarding industry and we impart knowledge specific to our industry so that these skills are employed successfully.

Our training programme will give build your sales people's ability to remain bright, resolute, and assured.

Sales people may be doing less cold calling, but they must still find emerging business and make connections into new customer organisations. To maximise success, the sales person must be equipped with the best skills. They should neither rely on too-broadly based tele-sales coaching skills, or trial and error aided mostly by limited internal coaching.

"Industry knowledge" in knowing the right connections to tease out when cold calling can mean far more than having spent long periods of time picking up information by chance. Deploying people that have absorbed the best tactical industry inputs can unveil far greater emerging business opportunities for logistics and freight forwarding organisations.

In this program, the dimension Gilead adds is to have selected the best Cold Call craft skills for the freight forwarding and logistics environment. We have overlaid them with the necessary experience needed to nurture higher returns from a sales tool that has in recent times been on the back foot in terms of perceived effectiveness in our industry.

Overview

The Cold Call Training Program develops the set of skills required for conducting effective pre-sales lead generation and decision maker surveillance. It affords sales people in the freight forwarding and 3PL business the tactical & technical means of increasing the number of effective contacts, and to enter into the routines that will help individuals maintain the required momentum, in a manner that provides the best returns.

Gilead's training content deeply explores best practice. We cover scripting technique and preparation in detail. We speak to the living experience of the working business developer who will integrate and sustain a regular Cold Call Program in their regimen in order to foster diversity.

We speak of developing the means in which the best marketing messages and value propositions are developed. We draw trainees attention to that "right amount of time" that must be decided upon and implemented as appropriate for research.

The concept of efficiency is explored, we pass on the best scripting tips, listing benefits, and then we get into the serious business of answering objections by drawing upon real-life logistics business experience.

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The tactical means of optimising your success in connecting with decision makers is covered in detail alongside some of the best hints in unmasking the most effective use of language and some of the everyday manners of expression that we might excise from our calls in order to get better results.

In all, our program seeks to instil skills and confidence that will build a sustainable increase in sales energy and performance levels

Our training is delivered by Ross Delaney, a senior logistics industry personality whose sales career began in medium sized logistics businesses. Ross's sales prospecting skill set was nurtured when leading the sales programs for new business units built from scratch that ranged from brokerage, to express, to freight forwarding projects, and 3PL logistics. Later, Ross became a senior transportation industry manager for leading international freight forwarders before establishing his industry-based consulting business in 2006.

The training program includes a flexible delivery format that encompasses both webinar group sessions and face-to-face personal coaching delivered on-site or by Skype. The group training session leads the program, it is followed by the one-on-one sessions, and review-follow up sessions are provided according to client needs and suitability.

The Pre-Sales Research Training Program combines best practices, knowledge, and experience from multinational freight forwarding, courier and shipping companies with the skill sets derived of professional consulting & marketing research.

The program design and content has been carefully reviewed to match specifics of medium sized local and global businesses.

Training agenda is a mixture of theory, practice exercises, offline brainstorming, and simulation modelling.

Group size is limited with 12 participants.

Objectives

1. Develop skills required for conducting an effective Cold Call Program.
2. Enable an industry focused approach based upon the best sourcing industry based skills.
3. Acquire knowledge of effective pitch and language tools to increase success rates.

What is different about this program?

1. This is the first program on the market that incorporates sourcing and optimal language skills together with tactical industry experience in a single program.
2. The program has been created and delivered by logistics industry professionals. This program's passes on the same skill set employed by expert firm Gilead when delivering their bespoke research product.

The Course Delivers

1. Structured approach to the Cold Call process.
2. Skills required to Cold Call effectively.
3. Localisation of the techniques applied to attendee's needs and strategies.
4. An overview of tools employed to craft a winning elevator pitch.



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How Do I Benefit?

1. Acquire hands-on tips to boost productivity and results in business development.
2. Enhance your professional credibility and network with potential clients.
3. Replace Cold Calls with Warmer Calls.

What will I Learn?

1. **Scripting**
2. **Guerrilla Tactics**
3. **Routine**
4. **Understanding that success comes of honing and routine**

Further Learning and Advance Extensions

1. Pre-Sales Research Technique

Who Should Attend?

1. Field sales professionals
2. Sales support professionals
3. Tele-Sales Professionals

Who Is The Training Content Provider?

1. Gilead Logistic Services, a professional market research company established in 2006 designs and delivers the course content.
2. More detail is available at www.gileadlogistic.com/

Pre-requisites

1. Minimum 6 months of sales departmental experience or 12 months customer service exposure
2. English language
3. Laptop with microphone & private space