



Tony Rath Consulting provides:

Sales Lead Generation
Mailing Lists
Email-based marketing
Telephone research
Product surveys
Customer care surveys
Database cleansing
Sales lead validation
Mailshot follow-up
Site surveys
Sales training
and much more

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Sales Training Courses

TRC provides intensive practical training tailored to meet individual needs and skill levels. Our courses are based upon 40 years' experience of selling.

TELEPHONE SKILLS TRAINING COURSES

OUTBOUND: Topics covered include script development, pitching via the telephone, proper telephone conduct, negotiating and closing skills, objection handling, obstruction handling, voicemail techniques, records management and work organisation, lead generation and qualification, research and database building.

BEGINNERS LEAD GENERATION COURSE: TWO DAY COURSE - £700 PLUS VAT

The fee covers a complete course for up to six attendees, and includes all the basic skills required for lead generation in business to business telemarketing. Each trainee carries out at least eight hours telemarketing under the supervision of the course tutor and the fee includes all training materials, telephone lists, individual written reports on each trainee plus marketing recommendations.

INTERMEDIATE COURSE: ONE DAY COURSE - £400 PLUS VAT

The fee covers a complete course for up to six attendees, and includes an analysis of your market place with detailed exercises covering scripting, problem solving, plus supervised telephone work for a minimum of four hours.

INBOUND HELP DESK: ONE DAY COURSE - £400 PLUS VAT

The fee covers a complete course for up to six attendees and is designed for staff who work on customer or service desk help lines. Topics covered include script and form design, systems and methodology, telephone conduct and procedures, liaison with colleagues, work method and organisation, records management, qualification and validation of calls.

INBOUND SALES AND MARKETING: ONE DAY COURSE - £450 PLUS VAT

The fee covers a complete course for up to six attendees and is based on the premise that "it costs money to make the phone ring so don't waste it". The course is designed for telemarketers who sell or market products on the telephone and topics covered include scripts, negotiating and closing procedures, switch selling, records management and work organisation.

SALES AND PRESENTATION: ONE DAY COURSE - £500 PLUS VAT

The fee covers a complete course for up to six attendees, and is designed for face to face sales professionals who have to speak or present at meetings either to colleagues or to prospects and clients. Designed for IT and B2B products, this course covers the effective use of PowerPoint for the following applications:

- New product launches
- Price and competitor analysis
- Reseller and trade marketing
- Sales forecasting and results
- Market profiling
- Research results

The course covers presentation skills, speaking to an audience, script organisation and development, getting the message across effectively and handling input from the audience.