

# HOW TO GET MORE FACE-TO-FACE APPOINTMENTS

Have you heard any of your customers say, "Our staff is great once we're in front of people, it's just getting there that's tricky. We have had a lot of training on 'how to present', we just need to be able to secure more appointments?"

If you can't give a compelling answer as to why your customer-prospects should meet with you, how do you expect your customer to do so? Your preparation must start way before that first cold call. You have to learn to use the power phrases and attention getters that will get your prospective customers interested immediately.

## WHO SHOULD ATTEND

Every outside sales person or sales manager who wants to increase the number of appointments with prospect customers.

## LEARN HOW TO

- Use power phrases to open doors
- Create a positive first impression
- Master the Dale Carnegie networking rule
- Use the telephone matrix
- Increase callbacks from voice mails
- Question your way to the referral goldmine
- Create the "WOW" factor

And you must make sure that you are calling the "right" person, the person with the responsibility to move your ideas and proposals forward.

How to Get More Face-to-Face Appointments allows you to become the successful sales person you were meant to be. You will gain a greater understanding of how to apply the Dale Carnegie Relationship Sales Process that starts with the building of rapport during that first phone call.

## WHAT YOU WILL COVER

### Module 1

Understanding why the prospective customer might want to meet you

### Module 2

Learning the tricks and power phrases to use on that first call

### Module 3

Proven techniques for remembering names

### Module 4

Learning how to network successfully

### Module 5

Prospecting: Uncovering the hidden opportunities

### Module 6

Getting the right referrals: How to get people to introduce you to their personal and professional contacts

### Module 7

Building long lasting relationships

### Module 8

Questioning and listening your way past the competition



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