

## EFFECTIVE TELE-MARKETING



Decide with Confidence

This course will enable the participants to be aware of having the right attitude and telephone techniques in getting deals, sales or orders as well as improving customer relationships. They will also gain much greater perspectives into the importance of building the right corporate image by having the service mindset, the type of customers they are interacting with as well as how they can further powerfully enhance their tele-marketing skills for long lasting and satisfying impact on their customers.

### Course Contents

- The Need for Interaction with Customers through Tele-Marketing
- How to Prepare Yourself for Effective Tele-marketing?
- An Attitude for Excellent Service and Closing Deals
- The Mind and the Heart of Wonderful Telephone Encounters
- The Essentials and Fundamentals for Great Telephone Dealing and Sales
- The Professional and Positive Attributes of a Telephone Salesperson
- The Dos and Don'ts of Tele-Marketing
- Common Tele-Marketing Mistakes and How to Avoid Them
- Your Voice: Why does it matter So Much and How Can it help Get Deals?
- Working on the Way You Speak: Making Impressions Favorable
- Rapport Building with Customers through Phone
- Winning the Customers' Hearts and Minds By Adding Value
- Creating Tele-Marketing and Sales Scripts that Work
- Dealing with Conflict and Objections in Tele-Marketing
- Telephone Strategies for Handling Difficult Customers
- Phone Deals Closing Techniques, Strategies and Tips
- Persuasive and Linguistic Patterns for Selling and Getting Deals
- Strategies for Quick Thinking Over the Phone
- Secrets of Successful Tele-Marketers
- Projecting a Professional Corporate Image to the Customers and the Public
- Resources to give Customers Even More Positive Satisfying Experience

### Methodology

Case studies, role play sessions and other experiential activities would be conducted to make learning more effective and real. The trainer will employ dynamic presentation techniques to make the session very interesting. Various opinions and perspectives will be given to probe the participants' "comfort zone" for enhanced understanding. Group discussions and feedback would also be given to maximize the participants' learning abilities

### Trainer's Profile – Mr. Wekie Tay BA, DTM NLP Trainer (USA), NLP Master Prac, Design Human Engin. Prac. (USA), Mind Mastery Prac. (Aust.), American Management Association Certified Trainer

Mr. Wekie Tay brings with him over 19 years of experience in conducting numerous talks, training workshops and keynote speeches for hundreds of multi-national corporations, government agencies, organizations, and schools on a myriad of professional development and life skills.

Wekie's various expertise and topics trained include leadership empowerment, Neuro Linguistic Programming (N.L.P), persuasion, sales and marketing, negotiation, customer service, presentation and public speaking skills, interviewing skills, creative thinking, problem solving, education, communication, studying and learning skills, thinking and mind-brain power, enrichment management, group dynamics, human resource, enrichment, Dating, Attraction and Relationships (DARE), emotional management, stress management, work-life balance, motivation and life passion, confidence building, belief empowerment and more.

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Trade with Confidence

**Date:** 16 & 17 Jul 2009, 9am – 5pm  
**Venue:** NUSS Guild House, Suntec

**Fee:** [ ] S\$650 for D&B Subscriber [ ] S\$730 for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 16 June to receive a 10% off regular fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

**Fax the completed registration form to 6778 3853**

## Participant(s) Information

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Company's Information

**Name of Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **(Postal Code)** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Liaison Officer:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Payment Information

[ ] D&B subscription units (Account no: \_\_\_\_\_)  
[ ] \* Cheque. *Please made payable to: Dun & Bradstreet (Singapore) Pte Ltd*  
[ ] \* VISA [ ] Mastercard [ ] Amex  
**Card no:** \_\_\_\_\_ **Expiry date:** \_\_\_\_\_  
**Signature:** \_\_\_\_\_ *(\*GST applies for cheque & credit card payment)*

## Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances