

# Cold Calling

How to book appointments and increase sales

**BEDROCK**  
Learning

Online Course

2 hours

\$89 US



teams up with GAIL KASPER

gk



Together, Bedrock Learning and Gail Kasper have created a series of comprehensive courses designed specifically to provide individuals within the low-voltage installation industry with the knowledge and resources to become more

effective at generating leads and sales for their businesses.

Gail Kasper, an outstanding sales and industry trainer for over 12 years, has served as a Contributing Editor to *Success Magazine* with the “Ask Gail” column and host of the “Ask Gail” segment on the Comcast morning show. She is also host of the *Philadelphia Visitors Channel* and a television personality with appearances on *Inside Edition*, *The Today Show*, *FOX Business News*, *Oprah and Friends*, and network affiliates such as ABC, FOX, CW11, Comcast, and CBS, where she co-hosted the Emmy award-winning America’s TVJobNetwork.

This course provides real-world applications for cold calling that sales professionals can implement immediately.

## DESCRIPTION

One of the most disliked sales activities is cold calling. Gail Kasper gets you set up for success, strengthens your resilience, and provides easy to follow processes to ensure confidence, whether you are cold calling in the field or on the phone.

## OBJECTIVES

- Get critical qualities and learn two ways to get your team to cold call effectively
- Explain the Cold Calling Pyramid and Implement ACE before any cold call
- Obtain lists to cold call and create scripts for by phone and door-to-door cold calling
- Schedule appointments that stick and find four ways to connect with a prospect
- Prepare for and manage five key objections and share a sample of Reverse Selling™
- Identify two considerations when planning cold call times

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1 CEU  
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2 Contact Hours

2 hours  
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