

Training for Telemarketing

Nick Stringer's guide to optimising your lead generation within the UK education sector.

2019/2020 academic year.



Elite
TELEMARKETING EDUCATION



Training to win. My mission.

Are you optimising the potential of your internal telemarketing team, collectively or as individuals? If you sell your product to schools and you're serious about sales, then appointments consistently qualified over the telephone remain Gold Standard. Properly trained and motivated telemarketing professionals will give you an enormous advantage over market rivals. Underperforming, stagnant teams will do nothing but leave you with an inflated wage bill and brand depreciation. High quality, sector specific training, is paramount.

Getting optimum performance is a journey, not a target, and that's why I have developed a series of training programmes designed to drive quality and quantity of output within 72 hours. This laser – focussed, schools - facing workshop is the product of my own experience as the Managing Director of the UK's only Edtech telemarketing specialist, **Elite Education**.

Since 2015, my team of highly professional executives has generated over 10,000 sales appointments – face to face visits or SLT webinars – for our clients. We deliver projects around the world, from Australia to the US, as well as across all sections of our own education system. Central to our success is individual and team development, obsessively reviewing our work as we strive for the impossible goal of 'perfection'.

I believe all telemarketing teams – whether internal or as part of a company such as my own – can constitute the single most important element of any sales and marketing strategy. However, when performance and output stagnate, the telemarketing dream can become an

expensive nightmare. More than simply generating direct sales opportunities, each call made is an opportunity to enhance your brand - the human touch. A typical 20 second pitch may have taken 20 dials to win. In schools - facing telemarketing, every word counts.

The training looks at rapport building strategies, USP – driven pitching, objection handling and the often – missed qualification process.

A thick skin and sheer determination are also mandatory, but the training falls short of providing these...this is the responsibility of the candidate themselves!

The UK education sector is a battleground; funding and resources are finite and stretched to breaking point. Having a fantastic tech product is no longer just enough...you need all your soldiers equipped with the very best training, and that is my mission. To win.

Nick Stringer, Managing Director, **Elite Education**



Bronze

BASIC TRAINING (5 HOURS for 3-5 colleagues and 6 HOURS 6-9 colleagues)

This intense, laser-focussed session is perfect when providing your telemarketing team with a grounding in the principles of Edtech lead generation. This includes:

- **School Receptionists;** Getting through the school gates, strategies and rapport
- **Clarity of objective;** outcomes, USP – pitching, message, introducing your product
- **Objection Handling;** Overcoming the Holy Trinity; Email, Time and Money
- **The Qualification;** The unsung hero
- **The Close;** When and how
- **Enhancing your brand;** Communicating your product mission through your calls
- **Live calling;** reviewing performance, group and individual feedback

£149 + VAT per colleague (minimum 3 colleagues)



Silver

INTERMEDIATE (10 HOURS for 3-5 colleagues and 12 HOURS for 6-9 colleagues)

- **School Receptionists;** Getting through the school gates, strategies and rapport
- **Clarity of objective;** outcomes, USP – pitching, message, introducing your product
- **Objection Handling;** Overcoming the Holy Trinity; Email, Time and Money
- **The Qualification;** The unsung hero
- **The Close;** When and how
- **Enhancing your brand;** Communicating your product mission through your calls
- **Live calling;** reviewing performance, group and individual feedback
- **Pre and Post – workshop analysis;** short interview with each colleague, impact assessment delivered through

Skype for Business. Full report presented on each colleague.

- **CPD;** A tailored progress strategy for every colleague, including identifying personal strengths and improvement points.
- **Video;** Four modular video presentations for training implementation strategy. These can be utilised for unlimited time following the workshop, to assist with CPD and refresh.

£299 + VAT per colleague (minimum 3 colleagues)



Gold

PREMIUM (15 hours + interviews)

- **School Receptionists;** Getting through the school gates, strategies and rapport
- **Clarity of objective;** outcomes, USP – pitching, message, introducing your product
- **Objection Handling;** Overcoming the Holy Trinity; Email, Time and Money
- **The Qualification;** The unsung hero
- **The Close;** When and how
- **Enhancing your brand;** Communicating your product mission through your calls
- **Live calling;** reviewing performance, group and individual feedback
- **Pre and Post – workshop analysis;** short interview with each colleague, impact assessment delivered through

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- **Operational Consultancy*;** for team leaders; sales managers and sales directors responsible for telemarketing performance. Motivating your team; Commission structure options, measuring and maintaining performance, target setting and implementation, competition analysis

- **Recruitment** Finding the right staff;** staff sourcing and interview procedure advice, attending final interviews if required.

£449 + VAT per colleague

*Operational Consultancy service is also available as an independent free-standing service
Charged hourly (min 7.5 @ £67 + VAT p/h)

**Recruitment Consultancy service available as an independent service, including phone interviews and site visits for final interviews and assessments.

Charged hourly (min 7.5 @ £67 + VAT p/h)

To book, call us on 0113 887 8935

Testimonials

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CareMonkey

"When it comes to telemarketing, Nick knows what he's talking about. His approach works. The telemarketing campaigns he has led on our behalf have delivered well-qualified appointments, online demonstrations and a healthy pipeline of new business opportunities. I've been impressed with the skills Nick's team brought to the table to deliver successful campaigns; relentless effort, negotiation, qualification skills and the ability to 'close' the appointment. I'll certainly be utilising his training when we hire our own telemarketing team, in the meantime, I'll remain a satisfied customer."

Troy Westley
CEO, CareMonkey

Performative[®]

The Performance Initiative

"I have known and worked with Nick since early 2016 during which time he has delivered in excess of 12 very successful telemarketing assignments for our customers. There are three main factors leading to the success Nick has delivered for us; he chooses good people, he provides detailed and thorough training and he follows that training with ongoing one-on-one coaching. To be a motivational trainer/coach you need to be believable and Nick is certainly that having worked in this niche sector for much of his professional life. You also need to train people in a practical selling philosophy that they can apply for themselves – another area where Nick excels."

Phil Shipperlee
CEO, Performative Ltd



"It was a genuine pleasure working with Nick and the team at Elite Education. Nick is the utmost professional and has created a team environment built on respect and dedication to their customers. At Elite they work with each customer to evaluate their needs and create a solution to generate the best possible outcome. They welcome feedback and collaboration and are diligent in their follow up with prospects. Nick and the Elite team were very responsive to our needs and inquiries. Additionally, they provided us with valuable insight and feedback they received from connecting with our prospects. If you are looking for a team of dedicated professionals and need quick results, I would highly recommend Elite."

Ashley O'Connor
Commercial Director, Literacy Planet USA

Elite Telemarketing Education

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