

*First Creation Consulting*



# ***Voicemail Selling Skills***

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**First Creation Consulting Ltd**

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**PRE-WORKSHOP WORK:**

Please bring with you examples of current or recent research/sales ideas that you have written or proposed to clients.

These will be used during the workshop when practising the skills that will be covered.

**WORKSHOP AIM:**

To increase the participant's ability to leave a clear and concise voicemail message in an interesting manner that maximises the chances of getting a response from the client.

**WORKSHOP OBJECTIVES:**

By the end of the workshop participants' will be able to:

- Understand the key principles for effective communication
- Effectively plan a 40 second voicemail call
- Structure the message so that the listener can clearly identify what is in it for them
- Leave a clear and concise message that is interesting, easy to understand, thereby increasing the chances of a response

**WORKSHOP METHODOLOGY:**

The workshop has been designed to maximise participant involvement. A number of proven methodologies would be employed including:

- Consultant led input
- Group/individual based exercises
- Recording of voicemail messages
- Feedback and Coaching

## **½ Day Workshop**

### **Delivery Techniques for Successful Voicemail Messages**

- Differences between two-way telephone v voice-mail
- Components for effective voice-mail messages
- Developing positive interpersonal skills
- Communication principles - impact and flexibility
- Influence of non-verbal behaviour on voicemail messages

Practical exercises using tape recorders to record voicemail messages

Review, feedback & coaching

### **Contents & Structure**

- Best practices, voice-mail guidelines
- Content choice – clarity and effect
- Planning and setting objectives
- What's in it for the client? – Facts & Opinions
- Essential detail and evidence to support ideas
- Packaging a short, punchy message for maximum impact
- Call to action – encouraging a positive result

*Practical exercises using tape recorders to record voicemail messages*

*Review, feedback & coaching*

### **Summary & Close**