



# roam

results oriented appointment making

## roam - results oriented appointment making

Finding new business or developing an existing account, every sales person needs to make sales appointments. Prospecting is key to bringing business. This workshop on making appointments is designed to maximize the effectiveness of your sales by coaching appointments and eliminating any barriers they might present. You'll learn the coaching skills of your managers and won't show your team how to be effective warm and/or cold calls, develop their own personal approach, turn objections, get past gatekeepers, and handle voicemail, comfortably. Join these workshops and coaching mean your sales or professional service will have more meetings.

 Results Oriented Sales Academy

 Results Oriented Sales Academy  
by Buki Mosaku  
International consultant, highly sought-after speaker and corporate sales trainer  
[www.rosacad.com](http://www.rosacad.com)

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## roam - results oriented appointment making

Finding new business or developing an existing account, every sales person needs to make sales appointments. Prospecting is key to ongoing success. This workshop and coaching programme is designed to maximise the effectiveness of your sales team in making appointments and eliminating any barriers they might perceive. We'll hone the coaching skills of your managers and we'll show your team how to make effective warm and/or cold calls, develop their own personal approach, turn around objections, get past gate-keepers and handle voicemail comfortably. Put simply, these workshops and coaching mean your sales or professional service team will get more meetings.





# roam™ - results oriented appointment making

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## course overview

This workshop is designed to help you make more appointments.

## who should attend?

Anyone who has responsibility for initiating fresh new business relationships from scratch or developing new business in existing accounts.

## objective

Results Oriented Appointment Making (ROAM™) teaches how to make effective cold/warm calls, in order to obtain sales appointments. Sales teams prepared by this training have more success at gaining appointments and overcome the "fear of cold calls", develop a personalised approach, turn around objections, get past gatekeepers and handle voicemail to develop new sales appointments and drive new business.

## having attended this event you will be able to:

- Make more appointments.
- Develop their approach.
- Find the Decision Maker.
- Anticipate and turn around objections.
- Gain more qualified appointments.
- Focus the call and close for the appointment.
- Get through the gatekeepers.
- Get 75% of your messages returned by the decision maker.
- Get 90% of voice mail messages returned.
- Work ratios more effectively.
- Develop a failsafe prospecting plan driven by appointments.
- Develop and leverage referrals in the pursuit of appointments more effectively.
- Develop an effective, comfortable, personal approach.  
Make live calls and get individual feedback.
- Be motivated to make more calls.



## course style

This course is highly interactive and participative and will provide opportunities for individuals to apply workshop methodology in role play scenarios and leave with a plan that will start generating results immediately!.

## course duration

1 day, course times: 09.00 to 17.00. .

## pre-workshop requirements:

Please bring a list of 20 suspects (the name and telephone numbers of companies and their executives like to meet. Preferably names you haven't called before.) to the session.

## roam<sup>TM</sup> - programme agenda

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9:00 a.m	Introduction and welcome The sales cycle Appointment making: 1. Initial call approach 2. Handling responses and turnarounds 3. Asking for referrals 4. Third party endorsement 5. Practice: They say, I say
1:00 p.m	Lunch
2:00 p.m	Getting past the gatekeeper Voice mail Attaining and handling return calls Follow up calls Obtaining and utilising referrals Live appointment making (not in front of other delegates) Individual call analysis and feedback Personal prospecting plan Techniques: improving overall effectiveness Action steps
5:00 p.m	Conclusión



## about your trainer – Buki Mosaku

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Buki Mosaku is the founder of Inquire Management and Results Oriented Sales Solutions a corporate development and sales training consultancy. He has trained thousands of sales people of all levels working with companies such as Royal Dutch Shell, Motorola, Arkadin, Aviva Investors, GLG Partners, Marsh, Willis, Prime, Fidelity, Gartmore, Threadneedle, Marsh, Heath Lambert, Locktons, SBJ, Alexander Forbes, AON, Goldman Sachs, JP Morgan, Morgan Stanley, HSBC, Dun & Bradstreet, Lloyds TSB, Standard Life, Fidelity International as well as mid-market and start up companies across Europe, Asia and Africa.

He is the author of Fast Track-7 Steps to Generating More Prospects, Closing More Sales and Growing Existing Business, ROAM™ - Results Oriented Appointment Making, Coaching Strategy for ROAM™ workshop, ROAR™ Results Oriented Accelerated Referral System, ROSS™ - Results Oriented Selling Skills, ROSM™-Results Oriented Sales Management, Coaching and Development for TSS™ workshop and PETS™ - Peak Efficiency Telephone Selling Skills audio programmes. He has also appeared in the Times and regularly appears as a guest on BBC radio sharing his views on sales, business development and staff motivation.



"I liked the enthusiasm and the simplicity of the model" Monique Stephens, Institutional Sales Manager



"Very Good. Upbeat style, simple tips and techniques to improve results..." Gerard Hutchings, Head of UK Pensions, Business Development, Aviva Investors



"After 15 years of sales training courses I was dubious about what would be so "different" about this one, but we've had excellent results in converting calls to appointments...very informative....great personalised approach" Vic Panchal, Head of Sales, Titlesolve

"Just a quick message to thank you for a great session yesterday. I enjoyed it and of course I got a significant appointment, WOW!!!" I will practice what you've preached. John Little, Consultant, Auditel



"I have worked with Buki Mosaku on several projects and each time he has provided a fresh, innovative approach with plenty of enthusiasm. He is an excellent motivational speaker and a talented coach. His series of 'results oriented' workshops and seminars provide key tools for anyone wishing to hone and improve their sales communication skills. I recommend Buki to anyone wishing to enhance the quality of their sales and customer focused operations." Nigel Brittle, Group Chief Executive, Personal Group

### Lloyds TSB | Commercial Finance

"(...) the feedback from the team is excellent - many got appointments yesterday they do not believe they would have got a week ago (...) praise indeed".

John Jenkins, Sales Director - Lloyds TSB Commercial Finance

### buckconsultants

Just a note to say how much I enjoyed your ROAM course last week-really worthwhile and I learnt a lot...

Mark Mayhew Senior Consultant Buck Consultants



"Buki's training was delivered energetically and enthusiastically and was enjoyed by all participants. His approach helped provide focus and structure to the team's activities leading to the progression of a number of leads".

Nicholas Birchall Head of UK Defined Benefit Client Relations



I can thoroughly recommend Inquire Management and Buki Mosaku. The style of delivery is energetic and enthusiastic. The material he has developed is simple yet extremely powerful and works particularly well in insurance broking and produced a significant improvement in our results .....

### Heath Lambert Group

Just to let you know that I put the new cold calling regime in place today after your training last week and the very first call resulted in an appt with the FD of a £1.3 billion t/o company! What great results!

Philip Webster, Business Risk Executive, Heath Lambert National



The feedback was very positive and even the most 'hardened' sales trainers in the audience came away with something new".

Fergus Craig, Training Manager – HSBC



"Arkadin have utilised Buki Mosaku's unique training programme on several occasions, he has an inspirational style and a sales methodology that has an immediate impact on the sales performance and energy of the team... this in turn generates increased revenue and improved results. Leo Ripley, UK Sales Director, Arkadin



Buki Mosaku is a credible trainer-he deals with real situations. Very practice ...targeted focused training  
Mark Browning, MD Production ITN



"...The team were really impressed and pleased... This has helped the team tackle the subject matter with more vigour and confidence. Some simple yet helpful techniques...we're positive that the results will continue."

Laurence Smith | Senior Client Manager  
AON Limited | Private Clients



"Feedback was excellent...was very impressed"

Keith Tracy - Chairman Global Professional Services Practise Group, Finex



a Morningstar company

I thought I would drop you a short note to say thank you for a most enjoyable course last week. I have been on many training courses over the years but I have to say yours was quite inspiring. Charlotte Phillips, Senior Account Director Hemscoff IR



"Just wanted to say thank you for the training that you undertook for my team last week - feedback has been really good from the team ..."Tracy Ashton, Head of Client Services, Commercial



"Thanks for a hosting a great workshop last week. I found it enjoyable as well as rewarding. I was particularly pleased to feel that the outcomes were clear and tangible; adaptable to a range of situations as well as the main agenda of cold calling.

Carolyn Baird, European Business Development, Institutional Sales



"..Mr Mosaku is an excellent trainer... the delivery was outstanding. This has meant a definite positive impact in sales performance and improves margins..."

Nik Patel, Head of Sales - Motorola Govt & Enterprise Business Middles East & Africa



I have used Buki Mosaku a number of times over the last few years; both for one-on-one coaching and for group training sessions. On each occasion I have found him to be highly effective and to have met and exceeded the objectives we agreed with him...

I am happy to say that Buki has not only significantly improved the results I have achieved whilst working with him, but helped me (and my team) develop skills that can be used time and again, in all walks of life, to achieve the results that we want.

Matt Surfleet Head of Account Management



We have used Buki and Inquire Management many times over the past few years. Buki's energy and delivery style makes his training so effective. His enthusiasm and belief in the knowledge he imparts has an amazing impact on those he trains. His preparation prior to training sessions is second to none and execution slick, fun and powerful.

Karen Barnett, Human Resources Manager – Old Mutual Asset Managers (UK) Ltd