

Target Groups

- » **Key account managers**
 - » **Supervisors**
 - » **Marketing managers**
 - » **Sales managers**
 - » **Indoor sales specialists**
 - » **Outdoor sales specialists**
 - » **Customer service specialists**
 - » **Call Center Management / Telemarketing specialists**
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Objectives

You will be qualified for

- » **a successful integrated telemarketing concept**
 - » **customer coaching (live) as success keys for communication**
 - » **success keys for customer oriented communication**
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Methods

- » **speech / training, interaction, group dynamic learning**
- » **discussion**
- » **live calls**
- » **video recording and analysis**
- » **individual and collective feed back**
- » **brain gym**

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Call Center Management / Telemarketing in the future

» **Implementation of a multidimensional modern telemarketing**

for sales support

» **Development of a professional telemarketing concept**

» **Successful communication with clients**

» **Implementation of telemarketing in sales**

» **Telemarketing campaign program**

» **Outbound / Inbound telemarketing**

» **Strategic team-selling**

» **Mimetic strategy, covering and multi mind as call center**

success factors

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