

# Effective Closing Technique for Academic Marketing

11 May 2024 | 9 AM - 5 PM |

Venue: Edelweiss Room, Level 2, Le Quadri Hotel KL

## Overview

In the realm of marketing, a refined telesales approach is pivotal in reducing rejection rates. Gone are the days where sales relied solely on verbal prowess; it now hinges on a blend of systematic methodology and persuasive communication to propel sales beyond conventional limits.

Our program is meticulously crafted to merge the science of sales systems with the art of persuasive dialogue, tailored to amplify the enrollment success of each academic staff member. Whether you are a novice or a seasoned professional, the structured skills and techniques imparted in this workshop will undoubtedly elevate your success rate in marketing academic programs.



Your trainer

**Terrence Teh**  
Master Trainer

## Program Objectives

- Creating own structured script for telesales.
- Handling the initial rejection gracefully
- Follow-up system after the calls
- Improve the calls ratio (reduce the number of rejections)

## Delivery Mode

- Context of understanding the difference between telesales and sales hunting (cold calling).
- Activities vs Skills
- Understanding the sales hunting process
  - i. Introduction
  - ii. Purpose
  - iii. Handling Objection
  - iv. Appointments/Enrolments
- Boiling Room (Practise the theories)
- Follow-up system

For more information, kindly contact Ridhwan from GHR (Ext 2417) and submit TRF to [muhammadridhwan@ucsigroup.com.my](mailto:muhammadridhwan@ucsigroup.com.my)