Telephone Sales - Succeed & Overcome

ITS SmartStyle Training

Module One - Introduction

- Key Components for Success on the Telephone
- Create a Positive First Impression
- Developing a Customer Orientated Approach
- Use a Hook
- The Sales Cycle
- The Motive for Making the Call
- Make Each Call Count

Module Two - Communication

- Barriers to Effective Communication
- Three Essential Elements to Communication
- Techniques for Building Rapport
- Insightful Questioning
- Obtain Core Information
- The Information Funnel
- Active Listening

Module Three - The Buying Process

- Knowing Why People Buy
- The Decision Making Process

Module Four - Approach & Strategy

- Plan a Call & Enquiry Response
- How to Work with Gatekeepers
- Making Appointments Over the Telephone
- The 4 'E's - Effective Telephone Sales Strategy
  - Establish - The Climate To Talk
  - Explore - Questioning to Establish Needs
  - Embellish - Match Benefits to Needs
  - End - Secure Commitment
- Pitch Your Solution
- Develop a Problem Solving Approach

Module Five - Skills & Techniques

- Anticipating & Dealing with Objections
- Tips for Handling Resistance & Objections
- Recognising Buying Signals
- The Trial Close
- Closing a Call to Secure Business
- Techniques to Up-Sell or Cross-Sell a Customer
- Following-up Potential New Business Enquiries

Course Duration: 2 Days

Price Per Course: £2,495
(On-Site at Customer Premises)

Suitable For:
Sales, marketing and customer service professionals who would benefit from gaining an insight into how the telephone can be used as a significant sales and revenue generation tool.

Learning Outcomes:
At the end of the course delegates will be able to:

- Plan and prepare for outbound sales calls
- Respond effectively to incoming calls and recognise sales opportunities
- Use a range of techniques to develop more & better quality business from existing customers
- Overcome gatekeepers and obtain vital information
- Apply a structured outbound sales process to develop prospects
- Be able to review and adjust personal call performance

This workshop will incorporate formal input, discussions, interactive activities and recorded role-play scenarios.