

SALES TRAINING WORKSHOP – Content Overview

SUCCESSFUL TELEPHONE SELLING – TACTICS & TECHNIQUES

1 day workshop



If your business depends on getting face to face appointments then telephone skills are vital to your success. The telephone is often your first point of contact with a new customer and a medium through which a significant proportion of business relationships are conducted.

Programme Objectives:

By the end of the course participants will be able to:

- Speak to customers on the telephone with professionalism
- Create a telephone prospecting plan
- Undertake cold calls with confidence
- Overcome customer objections and use them to enhance the selling opportunity
- Build rapport and profitable sales relationships quickly and effectively
- Gain commitment from a customer

Who should attend?

All sales and customer service staff for whom the telephone is a major vehicle for selling or promoting the company's products and services to existing and potential customers

Programme Content:

Introduction

- The advantages and disadvantages of using the telephone
- The Loyalty Ladder (what a customer is worth to your business and the steps to building repeat business)

Planning and Preparation

- Compiling a prospecting plan - increasing your chance of success
- Setting objectives and targets
- The right frame of mind - tools and techniques for building confidence

The Call

- Opening with clarity and confidence
- Building rapport
- Questioning and listening skills
- Motivational presentations over the telephone
- Overcoming objections and making them work for you
- Gaining agreement and commitment from the customer

Post call management

- How to stay motivated
- Making notes
- Keeping records
- Protecting your customers from your competitors