

## **Telephone sales skills**

### **Course overview**

This intensive, participative workshop gives delegates the techniques and tools to successfully sell products and services over the phone. It addresses key ways to convert prospects into customers, including planning and structuring the call and employing a confident, persuasive approach. You will learn to prepare and control a telecanvass operation for new prospects, reduce fear and increase confidence when calling.

### **Course duration: 2 days**

### **Program**

- Call-control and questioning techniques
- Complaint and objection handling · Telemarketing tips
- Solution approach to telesales
- Seeking optimum commitment
- Cross and up-selling techniques
- Planning, call and conversion ratios
- Developing assertion and self confidence

### **You will learn**

The most effective way to use your voice and vocabulary

Proactive and reactive approaches to telesales

Approaches to getting to know your customers

How to plan and structure the phone call How to convert prospects into customers

### **Who will benefit**

- Sales executives
- Business development managers
- Telesales executives
- Telemarketing executives
- Call center agents
- Future sales executives
- Future telesales staff
- Sales team managers

Delegates will apply the sales techniques covered in a risk-free environment and , acquire personal feedback on strengths and weaknesses.