
Telephone Skills for Selling

Course Duration : 1 day

Course Overview

Telephone selling requires a special set of skills. This course is designed to rapidly improve the ability of delegates, enabling them use the telephone with confidence. Instructor-led sessions are supported by individual delegate role play scenarios. These are related to the business environment in which the participants are involved (e.g. the IT business). This is to ensure relevance to real world situations.

Prerequisites

- There are no pre-requisites for this course

Objectives

Delegates will be able to :

- Plan and prepare to make outgoing calls to prospects and customers, use communication skills in a persuasive manner, gain attention quickly and produce a logical business case, question and listen effectively, control the conversation and handle objections based on knowledge and belief. They will be able to demonstrate how to close calls effectively, understand the structure of a successful sale and how to create rapport and communicate with customers on a level.

Course Content

Back to Basics

Why the basics?

Check your attitude, drive, confidence and listening skills

Develop your verbal and vocal skills

Check your preparation, call handling techniques and complaint handling technique

Making the Sale

The psychology of a sale - the four steps

The question funnel

In-coming calls and in-coming orders

Out-going calls

Planning calls

The need for targets

Plan the call campaign and each call

Dealing with reception and 'gatekeepers'

Presenting on the phone

Verbal buying signals

Closing

Potential Customers

Dealing with enquiries

Sources for new prospects

Using the prospect list

Reducing Resistance

Selling to different personalities and understanding your own personality

Handling concerns

Classify the concern

Common concerns

Answering questions - sample answers to concerns

Final tips for success



Training Options

- Private courses delivered at client's premises throughout the UK, at our training venues or a convenient third-party location
- Bespoke customised courses written to your specific needs, delivered at client's premises throughout the UK, at our training venues or a convenient third-party location
- For further information please contact us on 0191 377 8377

What's Included

- Relaxed refreshment area at our training venues
- Lunch and refreshments when training is delivered at our training venue
- Comprehensive course manual and exercises