
Telephone Sales Techniques



Course Title: **Telephone Sales Techniques**

Duration: **1-day**

Course reference code: **MT-8**

Target Audience: *People who have to:*

- Act as frontline staff as the 'face' of the organisation,
- Close deals in a positive and informative way,
- Resolve and deal with difficult situations.

On-Site Costs:

- Up to 12 delegates may attend this course
- Conducted at a client's chosen location
- Comprehensive printed handouts for each delegate
- See our pricing structure for the total cost of this package

Brief Description

This training session is designed for technical support staff who will be involved in making a significant contribution to the successful outcome of the sales process. It concentrates on developing a sensitivity to prospective and existing customers' feelings and the interpretation of their requirements in one-to-one and group situations. Video role plays and realistic practical exercises are included in the course to reinforce the application of the training material covered during the formal presentation sessions and discussion periods.

Course Overview

- Objectives
- Introduction and Setting the Scene
- Review and understand the sales cycle
- Identify how you fit into the sales cycle
- Appreciate the importance of 'empathy' and 'feelings'
- Understand the differences between 'features' and 'benefits'
- How to develop effective telephone communication techniques
 - Questioning techniques
 - Active listening skills
 - Creating sales opportunities
 - Selling benefits
 - Gaining commitment
 - Closing the sale
- How to design and organise a telephone script
- How to organise and track your customer contacts
- How to deal with difficult situations
- Identify pitfalls and how to avoid them
- How to develop your personal action plan

Delegates will be encouraged to participate fully in the various case studies, discussion sessions and practical exercises that are conducted during the course.