

Telephone Selling Skills

The telephone is becoming the preferred way of gaining business. Within the first few moments of the call a customer is making decisions about your company based on the way their call is being handled. This course looks at how you can maximise your impact using the telephone and create the image that you and your company want. To learn how to exceed the customers' expectations and improve your service on the telephone. Learn how to turn cold calls into sales leads and how to monitor progress for maximum results. Only practice makes perfect - especially when it comes to selling products and services on the telephone. However, very few people working in the fast growing field of Telesales understand what they should be practising. The fact is that there's a unique set of techniques and methods that work best on the telephone.

The importance of first impressions, customer care, building relationships and telephone technique. Participants explore how to use words, images and voice techniques to persuade and influence the listener. The way to understand and deal with customers through improving communication skills and providing techniques for dealing with difficult situations. Participants learn how to use rapport with customers or potential clients and how to uncover what the client really wants using effective questioning techniques.

Confidence and ability are developed throughout with a series of practical exercises using workplace scenarios. Participants are encouraged to bring and develop real-life scenarios so that they have an immediate impact on return to the workplace.

Who will the course benefit?

All who have sales contact with customers on the telephone and who wish to review and improve their skills. It is particularly useful for teams who wish to adopt standard best practice.

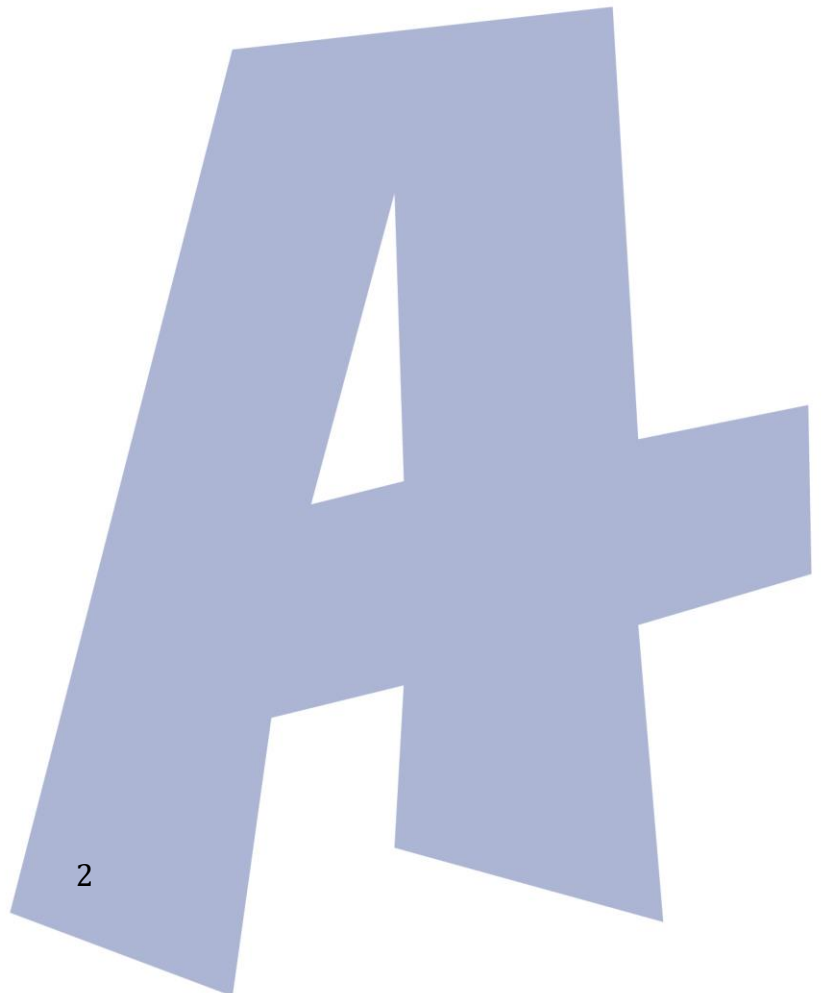
Course Objectives

To provide the skills and techniques necessary to be able to sell successfully over the telephone.

Course Duration: 2 days

This course will enable delegates to:

- Develop skills and techniques for creating a positive first impression
- Establish rapport quickly and easily
- Define and operate to best practice standards
- Select from a variety of techniques to improve call handling
- Encourage people to buy
- Win business from enquiries
- Understand customers through enhanced communication skills
- Maintain a positive state during times of pressure
- Handle difficult situations confidently
- Handle objections



Course Content

Introduction and Customer Service

- Course Objectives
- Customer service on the telephone
- How to use the Telephone as a Sales Tool
- Putting yourself in the customer's place
- Why do people buy?

Selling on the Telephone Setting objectives

- Making a good first impression
- Voice and personality projection
- Building customer relationships on the telephone
- Telephone techniques
- What are Buying Motives and Product
- Benefits and Their Critical Connection
- How to Establish a Call Strategy

Monitoring your Performance

- Working towards the results
- Action planning
- Understanding customers
- Questioning techniques to uncover customers' needs
- Effective listening
- Prospecting strategies
- Qualify the call
- The ingredients of a successful sales call

How to Persuade and Influence your Customers

- Managing yourself
- Talk to the decision maker
- How to qualify your customers
- Closing the sale
- Alternative methods of obtaining an order

Overcoming "no"

- Dealing with complaints and conflict
- How to Control the Call
- How to Handle Difficult Customers
- Staying in control of the call