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## Telesales

### Course Overview

The telephone can act as a critical sales tool for increasing sales among existing customers and for effectively selling to prospects. It serves as a solution for your tight schedule, which is stretched even more by travelling times and inevitable traffic jams. Good selling is also the painstaking adaptation of the cost/benefit analysis to every medium. Ensure that you are well prepared. Selling over the phone is more than just making a quick call. It is also different from other telemarketing activities. During this training course you will discover how to convince the other party to make an appointment or place an (additional) order without the added benefit of non-verbal communication. How do you "close that deal". You will also learn to use the TEN CC principles to expand your customer base in a systematic manner.

### Approach

The training course consists of a continuous sequence of discussions, interaction and practical exercises. You will receive the video recordings of your own performance at the end of the course. An important part of this training course is making live calls, contacting real prospects and customers

### Duration

2 Days

### Training Objectives

At the end of this training you will be able to:

- Work effectively with a telephone script
- Successfully complete a two-tiered telesales call
- Overcome the common ten objections over the telephone
- Successfully perform all telephone-related TEN CC steps

### Course Outline

- What names and addresses are available to you?
- How do you turn addresses into suspects, into prospects and then into customers?
- How can TEN CC be your starting point?
- How do you make appointments with prospects?
- What 'hook' can you hang your conversations on?
- How do you generate interest over the telephone?
- How do you overcome the initial resistance?
- How do you position your argument in a customer-oriented way?
- How do you present your price that invites a sale?
- How do you best react to purchasing signals?
- How do you say goodbye in a positive way?



## Programme Schedule

### Day One

- Introduction & Welcome
- Programme Objectives
- Personal Objectives
- Who are your Prospective Customers?
- Turning Addresses into Suspects
- How the TEN CC Principle can Serve as a Starting Point
- Making Appointments with Prospects
- What you can use as a Stepping Stone for your Calls
- Arousing Interest over the Telephone
- Overcoming the Secretary's Objections
- Personal Action Planning

### Day Two

- Welcome Back
- Selling more in two steps
- Objections for which you should have an immediate answer
- Customer-focused reasoning
- Stating your price in an expressive manner
- Responding to buying signals
- Ending the call on a positive note
- Which follow-up activities result in increased sales?
- Personal Action Planning

