

Gearing You For Growth

Bursaries | **Business Skills** | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

Telemarketing (Using the telephone as a sales tool)

Course Overview

Virtually everybody in sales today sells over the phone at least part of the time. Perhaps it is time for you to evaluate how you use the telephone and where it fits into your sales marketing mix.

This one-day workshop will show delegates how the telephone can supplement, enhance, sometimes replace other means of marketing and selling, also how this personal approach can dramatically increase your sales success.

We will also talk about how to hone your communication skills, your ability to persuade, and techniques to personalize each sales call.

Course Objectives

Specific learning objectives include developing the ability to:

- Build trust and respect with customers or colleagues.
- Warm up sales approach to improve success with cold calling.
- Identify ways to make a positive impression.
- Identify negotiation strategies that will make delegate a stronger seller.
- Create a script to maximize efficiency on the phone.
- Learn what to say and what to ask to create interest, handle objections, and close the sale.

Target Audience

Call Centre Agents and Sales Agents who deal with customers on the telephone.

Prerequisite

There are no prerequisites for this course.

Duration

- 1 Day



Course Outline

Pre-Assignment Review

To start the day, delegates will discuss the answers to their pre-assignment.

Verbal Communication

This session will explore the components of a good sales voice and how delegates can sound their best on the telephone. Delegates will also think about what customers hear when they place a phone call to their organization, and how they can create a service image.

To Serve and Delight

In this session, delegates will look at other facets of language and how we can be better salespeople by choosing positive language.

Exceptional Things about Selling by Phone

This session will help delegates put a different spin on selling by phone. Topics will include maintaining a positive outlook, building rapport, and remembering names.

Building Trust

Next, delegates will discuss ways to build trust and respect.

It is More Than Just a Phase

A good understanding of the phases of negotiation is a great asset to a sales professional. This session will explore the phases of negotiation and introduce delegates to some of the most common types of negotiation.

Communication Essentials

During this session, delegates will work on their listening and questioning skills.

Developing Your Script

Now that delegates have some fundamental tools, they will develop a script that can be used for any sales call.

Pre-Call Planning

We do not believe in a canned call, but we do believe in a planned call. This session will highlight the important steps in call planning.

Phone Tag and Call Backs

Delegates will discuss some ways to make the most of voice mail.

Following Up

During this session, delegates will identify ways to avoid missed opportunities by tracking their calls and following up.

Closing the Sale

This final session will give delegates some ways to ask for and close the sale.