



## Telephone Sales

### Who Should Attend:

Inside sales people, owners of small businesses, and call centre team leaders.

### Format:

- 2-day workshop complete with role-play, high-skills practice, and customized planning.

### Tools Provided:

- A Comprehensive Learning Guide
- Planning forms

### Related Training:

- Selling Breakthroughs
- Negotiating Breakthroughs

## Significantly contribute to your company's Customer Relationship Management (CRM) process

Learn how to make outbound sales calls more effective while building strong customer relationships for your company. Ensure that inside sales people at your small- or medium-sized business proactively plan, manage, and implement phone-sales campaigns that generate revenue and create a lasting, positive impression on your customers.

Gain the skills to confidently demonstrate your product and service knowledge, enabling you to sell on value versus price. Learn how to proactively service your customer base, complete transactions that satisfy both your customer and your company, and handle resistance with aplomb, while nurturing relationships for repeat business.

### This course will help you:

- Understand the important contribution of telephone sales to an organization
- Learn best-practice telephone communication skills
- Develop a customized, outbound sales or service activities plan
- Set "SMART" call objectives
- Understand customer needs and uncover buyer motivations
- Through role play, become alert to buying signals
- Document results for effective follow-up



A Better Way To Work

For more information and to see how Priority Management can help you work smarter, call your local Priority Management office or contact us at: [www.prioritymanagement.com](http://www.prioritymanagement.com)

# Detailed Synopsis:

## Telephone Sales

Priority Management's Telephone Sales Workshop will give you the skills needed to transform selling products, services or ideas into selling "business solutions" which are essential for salespeople at all levels. The program will broaden your understanding and develop your selling skills to uncover the underlying business need, create a desire to act on solving the business problem or to take advantage of a business opportunity, gain commitment, and enhance the relationship by ensuring client satisfaction.

### Unit 1:

In this unit we examine the process and stages that a buyer moves through in any buying situation. This enables us to appreciate the skills and behaviours required by the salesperson to support the buyer throughout the process.

### Unit 2:

Every point of contact with a customer is a "moment of truth" for them. You will appreciate why each contact is a memorable event for them, and how they want to be treated by us. We will discuss how we can improve the quality of our service and why we need to set certain standards. You will learn what "all customers are not equal" really means, and be able to calculate the worth of each customer. We will explore the ideas of perception and reality, and learn ways to manage our customers' expectations about our products and services. Finally, we look at the dangers of over-promising and under-delivering, and how we can avoid that trap.

### Unit 3:

Whenever we communicate with our customers we are exchanging information, ideas and feelings and we need to do it exceptionally well! You will learn and practice the skills of questioning, needs, priority, listening and verbal behaviours (the words we use and how we say them). You will understand why first impressions are very important, and how you can continually build rapport with your customers. We also spend some time on telephone etiquette and techniques – how we 'behave' on the phone, and how we apply our skills and knowledge.

### Unit 4:

We start this unit by examining the relationship between attitudes and behaviours. We will also learn that our attitudes are significantly more important than our aptitudes, and how to control how we feel. As a substantial part of our product and service knowledge is to educate our customers, you need to understand their learning process, and adapt the way you 'teach' to each individual customer. Many of you will be required to cross sell or up sell - some all of the time, others only on specific occasions.

### Unit 5:

You will learn the skills required to assertively deal with customers in any situation, and will be able to positively influence their aggressive or passive behaviours to an appropriate two-way communication. We conclude this unit showing you how to deal with the customer who thinks they are right, but are not!



A Better Way To Work

For more information and to see how Priority Management can help you work smarter, call your local Priority Management office or contact us at: [www.prioritymanagement.com](http://www.prioritymanagement.com)