

SUCCESSFUL TELEPHONE SALES

2-day Course

OVERALL AIM:

To construct and practise an approach to telephone sales in order to improve customer relations and sales performance, using this powerful and cost effective selling tool whilst promoting a professional company image.

WHO SHOULD PARTICIPATE:

All staff involved in telesales and whose performance has a major impact on maintaining and improving the company's position in the marketplace.

COURSE OBJECTIVES:

By the end of this course, participants will be able to:

- Have an appreciation of the benefits of professional telephone technique.
- Recognise the importance of the telephone in caring for our customers and presenting the correct Company image.
- Recognise the importance of planning, preparation and organisation.
- Appreciate the personal qualities of an effective telephone salesperson.
- Be aware of the steps in the sales process.
- Be able to use a variety of methods to open the sale and make outgoing 'cold' calls.
- Appreciate the importance of questioning to establish our customers' needs and will have practised questioning and listening skills.
- Be able to convert our products' features into benefits to the buyer.
- Be able to use a variety of methods in closing the sale. Know when to close.
- Know how to handle a range of objections and will have practised handling them.
- Be able to handle complaints objectively and professionally.
- Develop an action plan to improve performance.

COURSE CONTENT:

DAY 1

- **Introduction/objectives:** Course objectives are handed out. Delegates are asked for **their** objectives
- **Benefits of professional technique:** Delegate group work: "List the benefits of utilising professional telephone techniques - to our customers, to our Company and to ourselves"
- **Telephone limitations:** Tutor led discussion
- **Role play (ice breaker):** Demonstrating the limitations of the telephone
- **Professional customer service:** Answering incoming calls, incoming/outgoing calls, taking messages, bad telephone technique. Tutor led discussions. Pre-recorded scenarios set up on cassette played to the delegates
- **Personal attributes/skills:** Delegate group work: "List the personal attributes, qualities and skills of an excellent telephone sales person"
- **Planning/preparation/organisation:** Tutor led discussion (eg call objectives - inc. numbers of calls per day, time planning, prioritising customers, etc)
- **Opening the sale (inc. getting past secretary):** Theory. Delegates develop own openings. Role play
- **Questioning to establish need:** Theory (via tutor led discussion). Brainstorm appropriate questions to ask **our** customers – we devise a list). Role play

DAY 2

- **Matching (features and benefits):** Theory (via tutor led discussion). Brainstorm (features and benefits of **our own** products and services)
- **Closing the sale:** Tutor led discussion (when to close, types of closes). Role play
- **Overcoming objections:** Brainstorm (objections we encounter in our business and how to handle these objections). Role play
- **Handling complaints:** Tutor led discussion - best practice
- **Follow-up activity (to retain our customers):** Brainstorm
- **Review:** Tutor asks questions of delegates to test understanding
- **Action plan:** Tutor invites delegates to write out actions they will now take in the workplace to further their knowledge/improve in sales