

Effective Telesales



Programme Aim

- This programme is designed to up-skill both Sales and Non-Sales People in effective telesales skills and related telephone usage.

Programme Overview

- Understand psychology of buying and selling
- Recognise how staff attitudes affect sales and customer care and the image of an organisation
- Use effective selling and customer care skills to increase profits over the telephone
- Placing the customer first and maintaining that relationship for life
- Increasing sales inquiries
- Target appropriate customers
- Progressing conversions to sales
- Improving "Closing the Sale" techniques
- Presentation Skills
- Competitive advantage through people and cultivating the "Supplier of Choice" philosophy

Programme Outline

- The 5 G's of the Professional Incoming Phone Call
- Cold Calling
- Getting your telephone calls returned!
- Open and closed questions for immediate results
- Planning for success with outbound calling
- Why do people buy?
- Impulsing customers for results
- Features and Benefits- selling the experience
- Building immediate rapport through tone and pace
- The 8 Key Steps to Sales Success
- Selling skills and knowing WHEN and HOW to close
- Effective use of goal and target setting for maximum company profit

