

## **ESSENTIAL TELEPHONE SALES SKILLS**

**Duration:** 1 Day

**Course Introduction:**

This course will provide delegates with the essential sales skills needed to be successful in a busy telephone sales environment. They will learn how to be fully prepared for any sales call, identify and clarify a client's needs opening up new opportunities.

Highly practical in its approach the main focus will be on core skill development covering all aspects of the sale using the telephone and giving each delegate the opportunity to practise those skills.

**Core competencies developed during this course:**

- Structure of the sale
- Telephone techniques
- Dealing with complaints
- Selling benefits
- Questioning & listening skills

**Course Content:**

**Morning:**

- Welcome and introduction
- Role of the sales person
  - What does sales excellence mean?
- Essential sales tools
  - Using the telephone
  - Telephone sales techniques
- Using your voice to powerful effect – building rapport
  - Pitch, pace, tone, timing
- Preparing for the sale
  - Information and alternatives
- Structure of the call
  - Constructing powerful sales stories
  - Questioning, listening and summarising
- Selling benefits

**Afternoon:**

- Personal confidence and organisation
- Handling difficult calls
- Dealing with objections
  - Objection handling role-play
- Closing the sale
  - Recognising buying signals and selling up
  - Encouraging repeat business
- Role play exercises
  - Group and individual feedback/analysis
- Review personal objectives
- Summary & close