

Telephone Sales

Duration: 1 Day

This training course has been designed to help telesales people to gain the skills and knowledge needed for effective telephone selling.

Whether you are a new recruit or an experienced salesperson, the aim is to improve your performance to increase sales.

At the end of the programme, delegates will know the principles of selling over the telephone, the structure of the call cycle and relate customer needs to their products and services through the process of effective questioning, listening and identifying buying needs and criteria.

Course Content:

The Definition of Selling

Glossary of Sales Terminology

Skill knowledge and attitude

Converting enquiries into sales

Incoming calls

Buying Signals

Finding the MAN

Who are we trying to sell to?

The Sales Cycle

The A I D A Sales Structure

Attention
Interest
Desire
Action

Features, Advantages and Benefits (F. A. B.)

What is a Feature?
What is a Product Advantage?

Express the feature, explain the advantage and deliver the sales benefit.

Questioning Skills - When and how to use:

Hypothetical
Leading
Reflective
Specific or Probing
Closed
Open

Situation Questions

Problem Questions

Explicit Needs
Implied Needs

Listening Skills – Are You a Good Listener?

Closing Techniques

The Alternative Close
The Assumptive Close
The Summary Close

Reasons for Low Feedback

Objection Handling

Listen
Specify
Question
Answer
Confirm
Close

Hidden Objections

Confidence
Defensiveness

Four More Techniques for Handling Objections

Feel, Felt, Found
Agreement
You're right, however...

Managing Sales Time