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**silicon
beach**
TRAINING

Telephone Sales

Duration: 1 day

Prerequisites

There are no prerequisites for this course

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

Objectives

At the end of the Telephone Sales training course, 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.

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

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.

continued...

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Related Courses

Advanced Sales: 2 days

Key Account Management: 2 days

Negotiation Skills: 2 days

Sales Management: 2 days

Links

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Telephone Sales (continued)

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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

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