Tel +44 20 4571 2395
info@siliconbeachtraining.co.uk

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

Telephone sales can be one of the most powerful selling tools at your disposal when done correctly, and so learning how to make the most of the process can have a huge positive impact on profits.

We can run this course according to your needs, here at our Brighton premises or at your own venue, and the content can be tailored to meet your requirements.

Call us now on +44 (0)1273 622272 to book or discuss the options available.

Course 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
- The process of effective questioning, listening and identifying buying needs and criteria.

- 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

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- 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 or 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...

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Managing Sales Time

This Telephone Sales 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 of this sales training course is to improve your performance to increase sales.