

## Telephone Sales Training

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.

### Objective

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.

### Details

**Duration:** 1 Day

### Who is this course for

Perfect for new recruits or experienced salespeople aiming to improve 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.

### 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...

## **Managing Sales Time**

Silicon Beach Training Ltd

Moorgate House, 5-8 Dysart Street, London, EC2A 2BX