

Course Outline - **Telephone Selling Skills**

Description: Despite new technology the telephone still remains one of the most important mechanisms for people to exchange information. For many organisations contacting potential customers by telephone is still the preferred method. This often entails 'cold calling' to either sell products and services or to fix appointments. Telephone selling requires a special set of skills and attributes and this course is designed to rapidly improve the ability of participants to use the telephone with confidence.

Objectives: Upon completion of the course delegates will be able to plan and prepare to make outgoing calls to prospects and customers, use communication skills in a persuasive manner, gain attention quickly and produce a logical business case, question and listen effectively, control the conversation and handle objections based on knowledge and belief. They will be able to demonstrate how to close calls effectively, understand the structure of a successful sale and how to create rapport and communicate with customers on a level

Pre-Requisites No previous knowledge is required

Duration: One day

Introduction and objectives of workshop

The role of the telephone to contact prospects and customers
Why using the telephone requires special skills
Understanding your own style and that of your contact

Preparing to make a call to a prospect

Planning and structuring the call
How to get the mechanics right
First impressions over the telephone - gaining attention and stimulating interest
Selecting and using words effectively
Call objective setting

Understanding the communication process

Questioning and listening skills
Use of the voice to convey enthusiasm and conviction
Overcoming objections

Maximising effectiveness

Closing techniques - what to say to conclude positively
Using time during a call to maximum affect
Open forum and action plans

