MERCURY

Telesales Skills Training Course

11 – 15 January 2027
Milan (Italy)



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Ref: 15033_270256 **Date:** 11 – 15 January 2027 **Location:** Milan (Italy) **Fees:** 6200 Euro

Introduction:

Selling over the telephone is a specialist activity, whether you are selling an appointment or a product directly, and it differs from face-to-face encounters. In this telesales skills training, learn the sales techniques and strategies best suited for lead generation and selling over the telephone.

Participants in this telesales skills training course will engage with customers when selling on the telephone, which can help you attract new customers and identify new sales opportunities.

This telesales skills course will also focus on the skills of a telesales agent, especially on creating a positive first impact by combining key phrases and tailoring the opening of the call to suit the customer's profile.

How to Improve Telesales Skills and Techniques:

Participants in this telesales skills course will learn how to turn script-based conversations into dynamic interactions that respond to customer cues and express genuine interest, reflecting the skills needed for telesales.

This telesales skills training deep-dives into the specific telesales skills and techniques that convert a customer's initial interest into a closed sale. It emphasizes the skills required for telesales, including handling objections and presenting solutions effectively.

Targeted Groups:

- Telesales Staff.
- Telemarketing Staff.
- Incoming Call Handlers.
- Outbound Sales Staff.
- Business Development Managers.
- Salespeople needing a refresher must return to basics and refocus their time and effort.
- New Salespeople.

Course Objectives:

At the end of this telesales training course, the participants will be able to:

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- Understand the key skills and approaches to use when selling over the telephone.
- Learn the most effective outbound telephone sales calling model.
- Be able to structure a sales call effectively using a simple-to-follow framework.
- Engage potential customers in conversation rather than read from a script.
- Use effective questioning to understand customer needs.
- Present a product or service so it sounds perfect for the customer.
- Learn closing techniques to get to that "YES" and close the sale.
- Deal with resistance and challenges and turn this into a conversion.
- Learn how to build effortless rapport with your prospects.

Targeted Competencies:

By the end of this telesales skills training, the participant's competencies will:

- Negotiation skills.
- Verbal Communication.
- Listening skills.
- Sales skills.
- Customer care.
- Conflict management.
- Problem-solving.

Course Content:

Unit 1: Opening the Call and Engaging the Customer:

- Introducing yourself and your business to the customer.
- Establishing immediate rapport.
- Make it feel less like a sales call and more like a conversation.

Unit 2: Sound More Human and Less Like a Robot:

- Using voice and words to generate interest.
- Making it conversational and different from direct selling.

Unit 3: Using the Right Language:

- What should you say and what should you not say when talking to customers?
- Using positive language that generates interest.
- Making the customer feel valued.

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Unit 4: Establishing the Customer's Needs and Interests:

- Use effective rapport-building and questioning techniques to find out more about the customer.
- Identifying links between what the customer says and the products and services available.

Unit 5: Presenting Products and Services:

- Matching your gathered information to products and services.
- Presenting products in a way that will interest the customer.
- Dealing with resistance and knockbacks to win the sale without being pushy.