



## Telesales Skills



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## Introduction:

Selling over the telephone is a specialist activity whether you are selling the appointment or a product direct and is different to face to face encounters so learn the techniques and strategies that are best suited for lead generation and selling over the telephone.

Find out how to attract new customers and identify new sales opportunities by engaging with customers when selling on the telephone.

## Targeted Groups:

- Telesales Staff
- Telemarketing Staff
- Incoming Call Handlers
- Outbound Sales Staff
- Business Development Managers
- Salespeople who need a refresher and need to get “back to basics” and refocus their time and effort
- New Salespeople

## Course Objectives:

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

- 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 the 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 of how 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:

- 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

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

- Using voice and words to generate interest
- Making it conversational and not like direct selling

### **Unit 3: Using the Right Language:**

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

### **Unit 4: Establishing the Customers Needs and Interest:**

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