

## Selling by Telephone

Selling over the telephone can be a highly efficient and effective sales practice. This course is highly interactive with discussion and practical activities. Using 'Phone Coach' equipment, there will be practical phoning sessions to give participants confidence and develop expertise.

Participants will develop a brief action plan outlining what they can personally work on, in order to develop their telephone skills further and increase their success rate.

### course details

#### Course Duration

One Day

#### Course Cost

£155 per delegate

#### Course Location

St. Mellons, Cardiff

#### Participant Profile

This course is aimed at:

- Sales Managers and sales people who want to increase their telephone success
- Newly appointed sales people

#### Key Topics

Participants will cover:

- Communication skills – questioning, listening, affirming, summarising
- Preparation for each call
- Reaching the decision maker
- How to keep motivated and deal positively with rejections
- Structuring your call
- Confirming the sale/appointment in writing

#### Course Benefits

On completion of this open course, participants will understand:

- How to prepare, plan and structure an effective telesales strategy
- How to identify key decision makers and influencers within an organisation
- How to achieve better results in terms of sales, conversions, leads and appointments
- The rules of closing the sale and how to apply them

### client testimonial



The trainer was brilliant! The delivery was given at a great pace, and the content was interesting. I particularly enjoyed the interactive exercises.

Priti Patel, **Self Employed**

### You may also be interested in...

#### Effective Telephone Techniques

Designed to look at the skills required to deliver exceptional customer service over the telephone, improving the telephone techniques of the organisation's client facing individuals.

#### Professional Selling Skills

Designed to give participants the sales techniques and tools that are used by some of the world's most successful sales people, and includes the 'eight key steps' to a successful outcome.