

Selling over the Telephone

As businesses strive to control costs whilst growing their customer bases, the telephone has matured into more than just a communication device. It is often your first point of contact with new customers and a medium through which a significant proportion of the business relationship is conducted. Maximising its effectiveness requires planning, strong interpersonal skills, and telephone selling skills.

Programme Content

Selling and the Telephone

- Problems/advantages of using the telephone
- Telephone communication – the do's and don'ts
- Getting the right attitude
- Identifying your strengths and weaknesses on the phone
- Understanding the numbers game

Planning and Preparation

- Compiling a prospecting plan
- Setting objectives and targets
- Know your product knowledge
- Why people buy

The Call

- Process of the call
- Opening with clarity and confidence
- Building rapport
- Questioning skills
- Listening skills
- Voice assessment
- Managing the conversation
- Using benefits effectively
- Establishing needs
- Identify buying signals
- Overcoming objections
- Cross-selling
- Gaining agreement and commitment

Dealing with incoming calls

- Understanding customers' concerns
- Turning enquiries into sales or appointments

Post-call activities

- Keeping records
- Keeping promises
- Following up
- Managing the customer relationship

Action Plan

- Action plan for improvement

Learning Outcomes

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

- Understand the importance of the right attitude
- Work out their closing rate
- Understand the importance of product knowledge
- Create a telephone-prospecting plan
- Undertake sales calls with confidence
- Build rapport and profitable sales relationships quickly and effectively
- Identify buying signals and act upon them
- Overcome objections and use them to enhance the selling opportunity
- Look for cross-selling opportunities
- Gain agreement and commitment
- See incoming enquiries as opportunities
- Understand the importance of keeping accurate records
- Understand the importance of following up and delivering on their promises
- Create an action plan for improvement

Duration

1 Day
9am – 4pm

Customisation

Through Kroon Training Services all training will be customised, so they are timely and relevant for the participants and “real” learning takes place.

For more information about your specific requirements, please contact



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