

Selling by Telephone

This short course is for all contact centre personnel needing to enhance their telephone selling skills.

The course focuses on the fundamentals of effective telephone selling.

It will develop vital skills in call control, establishing needs, communicating benefits, cross-selling, up-selling and closing techniques.

It will also help you handle objections effectively to enhance overall sales performance.

Course Objectives

By attending, delegates will:

- ✓ Understand the theory and concepts behind effective telephone selling
- ✓ Develop telephone selling skills and enhance customer relations
- ✓ Work in a more organised and focused manner
- ✓ Deal effectively with customer objections
- ✓ Enhance overall sales performance

Target Audience

New and experienced contact centre staff who need to sell and cross-sell to their customers.

Duration

2 days

Content

- Revisiting sales principles
- What makes an effective sales team?
- How communication *really* works
- Is non-verbal communication important?
- Call preparation
- Prospecting and planning
- Making the right contact
- Stages of an effective call
- Opening the call
- Listening and establishing needs
- Controlling the call
- Communicating the benefits
- Cross-selling and up-selling
- Handling objections
- Closing techniques
- Forecasting and record keeping

Learning Methods

This is a highly stimulating and motivating programme. The course has a high practical content involving discussion, syndicate work and recorded telephone calls.

Delegates leave the course with increased confidence to enhance their sales performance.

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