

Sales Techniques - Over the Telephone

ClearCut
IT TRAINING

Duration: 1 day

Overview: This course provides a one-day programme for all salespeople. It is designed to develop the learners' telephone selling skills. It addresses the challenges of selling by phone, which is widely accepted as far more difficult than face to face selling.

This is a highly practical programme which includes numerous exercises. During the day, delegates develop their individual approach to making calls at each key stage of the sales process.

Topics

- Telephone Selling Techniques
- Dealing with Rejection
- Planning Outgoing Calls
- Cold Calling
- Opening a Call Positively
- Getting Past a Gate Keeper
- Reaching the Decision Maker
- Using Your Voice Effectively
- Establishing the Need
- Telephone Listening Skills
- Building Your Sales Case
- Making a Telephone Sales Presentation
- Handling the Objections
- Gaining Commitment and Closing
- Action Plans