

Selling over the telephone is a vital sales method. To be successful a specific set of skills and attitudes need to be mastered, whether you take incoming enquires or make outgoing calls. The content examines the telephone sales process and how it is affected by each customer's particular situation. This interactive workshop will equip telesales people and account managers to:

- Increase sales success using the telephone
- Handle difficult objections
- Differentiate between telephone and face-to-face selling
- Communicate with customers instead of just pitching
- Understand different buyer types and behaviours

## Who Will Benefit?

Anyone who accepts incoming customer calls, or makes outgoing calls to prospect, create appointments or sell products or services

## Course Outline

- The selling and buying process
- Using the telephone – the disadvantages and advantages
- Understanding the customer
- Attitudes and their impacts
- Voice and personality projection
- Different types of telesales calls
- Getting through to the right person
- Converting enquires into sales
- Using open and closed questions
- Active listening
- Probing techniques
- Call structure
- How to remain in control
- Selling benefits and advantages
- When to present your product or service
- Handling objections
- Buying signals and how to recognise them
- Dealing with price
- Closing the call
- Dealing with difficult callers
- Beating the 'call blues'

## Duration

2 Days

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