

High Level Telephone Skills

1 Day HLT1

OVERVIEW

This inspirational one-day workshop is packed full of fresh concepts and strategies that are guaranteed to maximise participants' sales success when selling over the telephone. This workshop covers advanced telephone sales skills that will help them to attract new business and open new doors.

The main focus of the one day is opening new doors and adopting an approach that differentiates them from your competitors. This approach will help them to secure fresh business and increase their customer base.

This workshop is very interactive, upbeat and engaging. Learning objectives are achieved through self-assessment, action planning, coaching, reflection, discussion and practice. Every skill and concept explored will be brought to life so they can clearly see how they will apply their learning to their sales role.

DESIGNED FOR

Telesales representatives who sell to new and existing customers and sales people who make appointments by telephone. First level sales skills are assumed and will not be covered in great detail on this course.

LEARNING OUTCOMES

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

- Develop tips on how to overcome challenging gate keepers.
- Introductions that motivate the customer to listen.
- Recognise how to make a positive connection with every customer every time.
- Guiding the customer to realise their purchase/service needs.
- How to turn objections into buying signals.
- Making their product/service stand out from competitors.
- Work with a sales process that focuses on motivating the customer to buy from them by choice.
- Knowing when to close and gain the commitment.

TOPICS COVERED

Powerful Communication – How to be Heard

- High level questioning skills
- Advanced and creative listening skills that get real answers; identifying the need
- Presenting a win/win solution
- Influencing skills
- Managing our mindset: the self fulfilling prophecy
- Language and voice skills to build rapport

Building the Relationship - Getting it Right Every Time

- Understanding and respecting the customer's emotional needs
- Understand the customer's business
- Managing challenging customer behaviour

The Sales Process - Accelerating the Buying Process

- The sales process meets the buying process
- The powerful call opening
- Structure and positioning
- Identify needs and opportunities
- Objection handling
- Importance of summarizing
- When and how to close

Staying Ahead of Competition

- Why should the customer buy from you?
- What do your competitors offer?
- How to create benefit statements that create desire to buy

Personal Development

- Create a tool kit of techniques
- Establish areas of the process for development
- Create an action plan for back to work

EXTRA NOTES

An equivalent course is available in Arabic. Please call us for details.