

Maximising Sales on the Telephone

One Day Course

Who will benefit

Internal and external sales staff, who are responsible for making outgoing sales calls to customers or potential customers. The course is relevant for those who make appointments, deal with customer enquiries, make 'cold' calls, deal with complaints and take repeat orders.

Objectives

- To develop and practise professional selling skills
- Enhance motivation and enthusiasm, which in turn will lead to increased sales and profitability
- Successfully handle objections and turn complaints into sales opportunities.

Telephone Communication

- Voice and personality projection
- Call holding and transferring
- Creating the right impression

Planning and Preparation

- Defining goals and objectives
- Planning the call and personal time management
- Establishing the decision maker

The Sales Call

- The importance of the introduction
- What to include and how to deliver it successfully
- Gaining and maintaining attention and interest
- Questioning techniques to establish the prospects' needs and criteria for ordering
- Defining, presenting and selling benefits
- The use of selective scripts
- Presenting the price
- Gaining a commitment to positive action
- Closing the sale - methods examined and practised

The Follow-up Call

- Planning the call and introducing systems

Making Appointments

- Planning and research
- Detailing specific objectives
- Communicating with the secretary
- When to close

Dealing with Objections

- Techniques to adopt when developing rapport
- Handling an objection or complaint
- Turning complaints into sales opportunities

Action Plan

- Participants plan and discuss what they will do on return to work

Course Features

- The entire course involves full participation using telephone role-play

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