

Telesales Training

A single telephone call is the start of most sales, whether large or small. This course has been designed to develop your skills in the marketing and selling of goods and services by means of the telephone.

This course will be of benefit to anyone who works in telemarketing, telesales or telephone based customer services; and will be of particular interest to telemarketing campaign planners, telephone skills trainers as well as tele-service operators.

Course Content

Session 1: Conducting a successful telemarketing campaign

- Setting Yourself up to Win
- 15 Things that Irritate Buyers – and How to avoid them
- 10 Ways to Get Your Customer to Buy More from You
- Most Common Cause of Failure
- What holds you back from success?

Session 2: Presenting the right image

- Getting Yourself Going – And Staying Motivated
- Preparing Your Workspace
- Looking after Your Voice
- Keep your voice healthy
- How to warm up your voice and your body

Session 3: Communication Skills

- Be understood
- Killer words and Hidden Meanings
- Power talking
- Openers to avoid (with people you do not already know)

Session 4: Developing a relationship with the Customer

- Your First Contact
- Dealing with Gatekeepers
- 6 Things to do when you cannot get through
- Questioning Skills

Session 5: Closing the Sale

- Handling Objections
- When to handle objections
- Sales Savers

Email us using Outlook or via our contact us page for further details.