

TELEPHONE SELLING SKILLS

Non-Credit Bearing

"Be personal. Be relevant. Be specific." – Seth Godin

Telephone selling requires its own set of skills and expertise.

Our course will provide you with practical telephone selling techniques and strategies to achieve success over the telephone. Be inspired and enhance your skills, learn how to speak to potential and existing customers, match your product to your customers' needs – practice your new skills with the various exercises and role-plays - confidently close those deals.

WHO SHOULD ATTEND

- All staff in a sales call centre environment
- Internal sales personnel dealing with repeat or "regular" customers
- Key account managers

HOW YOU WILL BENEFIT

- By knowing your product and matching this to your customers' needs, you will create an environment for effective sales
- By understanding yourself more fully, you will overcome the fear of rejection
- By the end of the course, you will be able to follow a proven approach to obtaining a commitment from your customer and confidently seal the deal
- You will understand and master the sales processes, principles and techniques involved in successfully making a sale that meets your customers' aspirations

PTO For What Will Be Covered

Two-day course 08:30 -16:00

Tel: (031) 267 1229

sales@kznbtc.co.za / www.kznbusinessstraining.co.za

WHAT WILL BE COVERED

- Understanding ourselves
 - Our strengths and weaknesses to enable us to perform at our best – developing our interpersonal skills
 - Are we excited about making sales calls? Correct behavioural strategies for each call
 - Understanding pre-call self-talk as well as how to project your personality over the telephone
- Characteristics of a high-performing sales consultant
 - What are the goals we are trying to achieve?
 - Promote products and services using positive language
 - Always be adding Value to the customer
 - Use effective questioning to develop the sale
 - Active listening
 - Handle objections to counteract competition, price and timing
- Relationship building with your customer
 - Understanding different buying styles
 - Building rapport
 - Build customer relationships and explore opportunities to up-sell and cross-sell
- The Sales Process
 - Buying behaviour - An introduction to what makes people buy
 - Setting sales objectives and learn how to control the call and be motivated to meet them
 - What information does your customer require from you?
 - Preparing for the sales pitch
 - Structuring a sales call and developing a suitable approach for each client or script if required, developing the sales conversation to success
 - Develop the conversation to a successful conclusion
 - Opening the discussion
 - Keeping your customer interested
 - Knowing why customers say no and dealing with their objections
 - Knowing what to agree to and how to say "Yes!"
 - Learning to say no without sounding negative
 - Asking for the order
 - Closing the deal

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