

TELEPHONE SELLING SKILLS

Connect, Influence, and Close with Confidence

Non-Credit Bearing

Transform your call strategy and win customers with every conversation

Selling over the phone is both an art and a science - it requires a strong grasp of human connection, confidence, and clear communication, all without the benefit of face-to-face interaction.

This practical course helps you build the skills and mindset needed to engage customers, match solutions to their needs, and convert conversations into committed sales. You will explore the full sales process, from setting objectives to closing the deal, while refining your tone, questioning techniques, objection handling, and relationship-building ability.

Through roleplaying, feedback, and exploration, you will leave with the strategies and confidence to drive consistent, successful phone-based sales.

WHO SHOULD ATTEND

- Sales call-centre staff
- Internal sales teams managing customer accounts
- Key account managers and sales administrators
- Professionals responsible for outbound or inbound selling over the phone

HOW YOU WILL BENEFIT

- Develop a confident telephone presence and build rapport quickly
- Match your product or service to your customer's specific needs
- Apply behavioural strategies to overcome fear of rejection
- Structure and control your sales calls to drive momentum
- Use effective questioning and listening to guide conversations
- Handle objections with skill and empathy
- Strengthen customer relationships and identify up-sell opportunities
- Confidently ask for the order and close with impact

Two-day course 08:30 - 16:00

Tel: (031) 267 1229

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

WHAT WILL BE COVERED

Understanding yourself in the sales role

- 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

Becoming 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

Building relationships that last

- Establishing rapport from the first hello
- Understanding different buying styles
- Build customer relationships and explore opportunities to up-sell and cross-sell

The telephone sales process

- Buying behaviour - an introduction to what makes people buy
- Setting sales objectives and learn how to control the call
- What information does your customer require from you
- Preparing for the pitch: planning, structure, and flow
- Develop the conversation to a successful conclusion
 - Open the discussion with purpose and clarity
 - Keep your customer engaged and interested throughout the call
 - Handle objections by understanding common reasons for hesitation
 - Know when and how to say “yes” or “no” while maintaining trust
 - Ask for the order and close the deal with confidence and professionalism

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