

SELLING ON THE TELEPHONE

Course Duration: 1 Day

Course Aims:

This course has been developed for team members that deal with sales on the telephone. It has been designed to help develop telephone sales skills.

Course Objectives:

On completion of this course, delegates will be able to:

- Understand what it is to work within a “Culture of Excellence”
- Structure calls effectively and follow an effective method of developing sales
- Use specific methods to improve communication over the phone including well developed questioning skills
- Present the service or product to the customer in a way that makes them want to buy
- Overcome objections including getting past the ‘gatekeepers’
- Close the sale.

Course Benefits:

The techniques taught in this course will enable the delegates convert inbound calls into sales, sell effectively on the telephone and therefore generate more sales.

Course: Selling on the Telephone

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Course Outline:

- What is a “Culture of Excellence”?
- Advantages and disadvantages of selling on the telephone
- An introduction to selling on the telephone
- Structuring and the Sales Process
- Why people buy
- How people buy
- Turning inbound calls into sales
- Making effective outbound calls
- Getting past the ‘Gatekeeper’
- “Sounds interesting”
- Methods of improving the way we sound
- Telephone questioning techniques
- Logical and emotional purchasing
- Overcoming objections
- Closing the sale

For more information, or to book one of our courses please contact us:

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