

ACHIEVING SALES ON THE TELEPHONE



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COURSE DURATION: 1 Day

COURSE AIMS:

This course has been developed for team members that deal with telephone sales, and communicate with customers via the telephone. It has been designed to equip delegates with the skills and confidence required to achieve sales via the telephone.

COURSE OBJECTIVES:

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

- Structure your calls effectively and follow an effective method of developing sales
- Use specific methods to improve communication over the phone including well-developed questioning
- Present your product/service to the customer in a way that makes them want to buy
- Overcome objections including getting past gatekeepers
- Close a sale

COURSE BENEFITS:

This course will enable participants to sell effectively via the telephone. They will be equipped with methods that will help them to generate sales, and if they correctly apply these methods, they will see a noticeable increase in the sales made via the telephone.

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COURSE OUTLINE:

- Advantages and Disadvantages
- 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 You Sound
- Telephone Questioning Techniques
- Features and Benefits
- Logical and Emotional Purchasing
- Overcoming Objections
- Closing the Sale
- Post-course Assignment

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

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