

Professional Telephone Marketing & Sales Skills

Duration:

Two days

Objective

The aim of this programme is to help delegates develop the confidence and skills to enable them to consistently implement successful outbound telephone call activities and projects on a regular basis. One of the outcomes from this programme is to help delegates embrace a positive shift in culture from re-active service provision to pro-active service, customer care and identifying and acting upon new business development opportunities.

Beginning with a gentle, but positive method of implementing pro-active customer service calls on Day One, this programme will conclude with a focus in Day Two on professional telephone marketing and coldcalling aimed at identifying and developing new business opportunities in the short, medium and long term.

Delegates will practice using appropriate questioning techniques; how to identify selling opportunities as well as act upon them appropriately. This programme includes simulated role-play that encourages a mature, thoughtful approach to business development via telephone sales and marketing.

Contents

Customer service is the cornerstone of a solid, thriving business. In commercial business terms, it costs up to thirty times more to get a new customer than it does to service and maintain the satisfaction and loyalty of existing ones. In order to understand our customers needs more closely, we need to develop closer, more personal business relationships with them, both on the phone and face to face.

DAY ONE

This introductory module will take the delegates through the fundamentals of professional 'warm-calling' telephone sales and service practice, including proven tips and techniques on appointment setting and understanding and managing the 'marketing cycle' and 'sales cycle'.

- The commercial imperative for small businesses today
- How do we get to know our customers better
- Triaging our customers - why and how?
- Understand and describe the sales and marketing process (cycles)
- Understand the purpose of 'gate-keepers' and how to become more effective at by-passing them
- Professional telephone communication
- Explaining the purpose of your call
- Telephone scripts - when and how to use them to enhance your technique
- Active listening skills
- Appointment setting and proven tips and techniques for success
- Ask for an appointment with confidence
- A professional confirmation process
- Follow up activities

DAY TWO

In Day Two delegates will discuss and put into practice, with simulated role-play, contemporary techniques required for making productive outbound 'cold' telephone sales calls. This enables better results to be achieved through the use of correct structures and control techniques.

- The difference between a tele-marketing call and a tele-sales call: when one becomes the other and your ability to respond accordingly
- Describe and use a simple telesales structure
- Understanding how Body Language translates via the telephone
- Recognise and respond to buying signals
- Selling the features, not the benefits of your services
- Understand the importance of relationship selling on the phone
- Understand the difference between selling an appointment and selling a product or service on the phone

Who should attend

This programme is specifically designed for customer service and sales-team advisors who have direct responsibility for making appointments and developing new and existing business opportunities with customers on the phone.

Course benefits

- Delegates will be given the tools to take a more confident and assertive approach to each sales call
- The importance of effective listening is stressed
- Role play allows the trainer to assess and critique each delegate's approach to a sales call
- This course will enable each delegate to become more effective in their sales role

Additional information

This course adopts a highly pro-active approach to selling your organisation and its products or services over the phone. The trainer will help each delegate understand how to control each sales call and take confidence in their role. Effective techniques in dealing with 'gate-keepers', overcoming objections and building rapport are all explored and practiced using role-play scenarios.

Certificates

All delegates who successfully complete this course will receive a Certificate of Attendance.

Trainers background

The trainer for this course has extensive experience in design and delivery of sales related training programmes. They have been successfully delivering training to both public and private sector organisations for over 15 years and previously held a number of senior sales positions.