

## **Advanced Telephone Selling – Two Day Course**

### **Who will benefit**

Internal and external sales staff, who are responsible for making outbound sales calls to customers or potential customers, or receiving inbound enquiries. The course is relevant for those who make appointments, deal with customer enquiries, deal with complaints and take orders.

### **Objectives**

- To develop and practise professional selling skills
- Enhance motivation and enthusiasm, for the toughest of calls
- Successfully handle objections and turn complaints into sales opportunities.

### **Telephone Communication**

- Voice and personality projection
- Call holding and transferring
- Creating the right impression

### **Planning and Preparation**

- Defining goals and objectives
- Planning the call and personal time management
- Establishing the decision maker

### **The Sales Call**

- The importance of the introduction
- What to include and how to deliver it successfully
- Gaining and maintaining attention and interest
- Questioning techniques to establish the prospects' needs and criteria for ordering
- Defining, presenting and selling benefits
- The use of selective scripts
- Presenting the price
- Gaining a commitment to positive action
- Closing the sale - methods examined and practised

### **The Follow-up Call**

- Planning the call and introducing systems

### **Making Appointments**

- Planning and research
- Detailing specific objectives
- Communicating with the secretary
- When to close

### **Dealing with Objections**

- Techniques to adopt when developing rapport
- Handling an objection or complaint
- Turning complaints into sales opportunities

### **Action Plan**

- Participants plan and discuss what they will do on return to work

### **Course Features**

- The course involves full participation using appleton's unique interactive role-play