

## Selling Over the Phone

### Overview:

The purpose of this training is to assist you to understand how the telephone impacts sales, and how the telephone can be used to increase sales revenue as well as customer relationships. Additionally, this training will assist you in acquiring the skills needed to sell over the telephone.

Telesales require considerably more than simply calling a prospective customer. After completing this course, participants will know how to:

- Listen effectively
- Ask probing questions
- Be positive
- Manage your time
- Prepare for telesales or telemarketing
- Use a script
- Communicate with customers
- Manage telesales calls
- Maximise the effectiveness of the telesales calls
- Develop a list of prospective telesales customers
- Build and maintain relationships with prospects
- Resolve customers' objections
- Close the sale
- Look for cross-selling opportunities

**Designed for:** This course is suitable for all staff members.

**Duration:** 1 day

### Content:

#### Selling and the telephone

- Strengths of the telephone
- Benefits of effective tele-selling
- Characteristics of successful salespeople
- Unsuccessful salespeople
- Why is selling over the phone effective?

#### Call technique

- Process of a call
- Getting ready
- Attitude is your key to success
- Your attitude toward selling
- Voice assessment
- Product knowledge
- Practice your message
- Ask the right questions
- Reading your customer's behaviour
- Getting past the gatekeeper
- Questions about the decision making process
- Listening attitude: your key to success
- Dealing with objections
- Getting support

#### Making the call

- Strategies to reach your target
- When you reach your prospect
- More effective phone techniques

#### The sales process

- Making the sale
- Step 1: gathering information
- Establishing trust and building rapport
- Step 2: benefits and features
- Features and benefits
- Step 3: closing the sale
- Developing goals
- The do's and don'ts of tele-selling
- Call follow-up
- Cross-selling
- Sample follow-up letter

#### Role play

#### Actions



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