

WINNING TELEMARKETING TECHNIQUES (SM2)

An essential One Day Workshop for all those who make sales appointments and sales calls

Workshop Summary

The first step in face-to-face selling is to arrange a meeting with someone who has the authority to buy. This can be difficult. All staff wishing to increase their contact and conversion rates or actively using the telephone as a means of selling goods and services will gain from this Workshop. Participants will have the opportunity to practise the skills needed to make productive sales calls through a series of practical exercises and role-play.

Who Should Attend

All staff who make appointment-setting or sales calls to customers.

Benefits to You and Your Organisation

By the end of the Workshop, participants will be able to:

- Appreciate the role of the telephone in customer relationships
- Plan, open and structure a call
- Create a good first impression
- Break through the barriers that block the path to the decision-makers
- Use appropriate telephone voices
- Listen actively to customer needs
- Ask the right questions
- Create a case for the appointment or product
- Handle objections
- Maintain their own motivation

Workshop Contents

- Putting yourself in the Customer's place: Why do people buy? Understanding your customer's needs and wants
- Communication: How it works / breaks down; Painting verbal pictures on the telephone
- Preparation: Mental and Tactical preparation for making contact
- Making outbound calls: Identifying the decision makers and influencers; Getting past the "gatekeepers"; Gaining immediate interest
- Developing Vocal Authority: voice techniques
- Projecting the Company Image: How customers form their impressions – getting it right; demonstrating Confidence and Sincerity; What not to say
- Structuring Outbound Calls: Identifying Objections, real and emotional; Using techniques to overcome objections; Use of Open / Closed Questions; Listening effectively; Giving reasons for the call and explaining the benefits; Handling resistance; Closing the call – why / how / when
- Managing Yourself: Developing the right attitude – feeling good and thinking positively
- Role-Plays and Personal Development: Tutor and Group Feedback and Analysis

Follow Up Workshops

Customer Care – Delivering Service Excellence (SM1)

Any of our Workshops can be tailored and delivered In-Company. Contact us for more details.

Dates On Application

Fees On Application