

TELEPHONE SALES

Never before has telephone selling had such an important role in the market place. It's obvious cost effectiveness is making it a vital growth area. This course sets out to provide a stream of ideas to improve telephone selling skills.

Both the incoming and the outgoing call are discussed in detail. The course is suitable for all who sell on the telephone. Each participant leaves with a telephone technique specially developed for their business. They return to the office with all the necessary energy, enthusiasm and skill.

Delegates will learn:

- ✦ How to convert enquiries into sales.
- ✦ How to build and upgrade the incoming order.
- ✦ How to handle difficult customers.
- ✦ How to find new business.
- ✦ How to sell an idea.
- ✦ How to open the presentation.
- ✦ How to structure the call.
- ✦ How to sell yourself.
- ✦ How to control the conversation.
- ✦ How to ask for the order.
- ✦ How to handle and pre-handle objections.
- ✦ How to establish lasting customer relations.
- ✦ How to maintain correct attitude throughout the day.
- ✦ How to overcome discouragement.
- ✦ How to follow up.

Telephone Sales

1 Day Workshop

'My summary of the day.....Excellent!'

'A very positive day!'