

DURATION: A one day course

SUITABLE FOR: All sales people who need to interest new customers in their product or service by telephone, and who need to secure greater success, while enjoying more effective contact with prospects *and* clients. Those who want to refocus on up to date techniques, develop the right mental approach and reap the rewards of improved conversion rates! The day acts as an introduction or a refresher to building sales and relationships by phone.

COURSE OUTLINE:

OBJECTIVES:

By the end of the course delegates will be able to:

- Prepare and open the call to gain your subject's attention
- Deal with gatekeepers or secretaries and get them on your side
- Ask the right questions to build and maintain interest
- Build the levels of desire to achieve your target outcome
- Use your voice to maximum effect
- Prepare for success and stay positive
- Improve your conversion rates immediately
- Effectively handle any doubts or objections
- Close positively with agreed future action
- Monitor results and re-direct your effort
- How to build on your success

PROGRAMME:

Introduction to the day

- What do you really want from the day?

The telephone as a medium for success

- Communication challenges – the phone as your friend
- Five common mistakes that kill the call and how to avoid them
- What are your objectives for the call?

Critical preparation factors

- Know your prospect – information is your vital ammunition!
- Preparing your calling environment
- How to get through to your 'target'
- Opening the call – your opening sentence and questions
- Voice dynamics – inflection, emphasis, vocabulary
- Creating a positive first impression to make your work easier!

Gaining and maintaining interest

- How questions catch their interest
- Questions to identify real and potential needs
- Using the answers to establish and build rapport
- Knowing your "story" – why should they listen?

Handling doubts, objections & indecisiveness

- Preparing the right responses
- Working to fulfil your objectives
- Overcoming caution or specific objections
- Selling your organisation, your product or service, and you!
- Using benefits to reassure
- There is no such thing as a wasted call!

After the call...professional follow-up

- 'Call backs' and future contact

Telephone practice using recording equipment

Maintaining a positive attitude

The way forward

- Review of the practical techniques and how you will use them in your Personal Action Plan