

Telemarketing Professional

Course ref: TS6

Course aims:

- To understand the processes involved in effective telephone selling
- To develop delegates' skills in listening and questioning
- To help delegates the need for preparation
- To enable delegates to improve their sales results

Benefits of attending:

- High quality training by experienced telesales professional
- Practical exercises to support the learning process
- Training can be geared to your individual organisation's situation

Outline of programme

On this workshop, you will learn:

- How to be prepared
- The importance of personal planning
- The difference between telephone sales, telemarketing and telephone research
- The importance of the first 15 seconds
- Good times, bad times, unexpected times - which is best?
- Key words and phrases
- Structuring the call
- Getting past the gate-keeper
- Positive reinforcement
- Establishing needs
- Building a case
- Overcoming objections
- Listening - the forgotten art
- How to recognise buying signals
- Tracking the decision maker
- Closing techniques

Duration: This course normally operates as a 1 day course, depending on the depth required and issues which need to be covered. It can also be run as part of a series, together with Selling for Success, Advanced Selling Skills, Negotiating to Win, and Marketing for Success.