

Effective Telephone Selling

Course ref: TS8

Course aims:

- To understand the processes involved in effective telephone handling
- To develop delegates' skills in listening and questioning
- To help delegates appreciate the need for preparation
- To enable delegates to meet their objectives

Benefits of attending:

- High quality course developed by experienced professional
- Practical exercises to support the learning process
- Can be run in house or as an open course

Outline of programme:

- Planning for best results
- How to use your voice well
- Targetting the decision maker
- Understanding your company
- How to make a consistent good first impression
- Controlling the conversation through questions
- Using prompt sheets
- Dealing with high volumes
- Complaint handling
- Managing calls as well as other work
- How to avoid double/treble announcing and 'telephone tag'
- Calming distressed/annoyed/confused callers
- Ways to sound enthusiastic
- Closing techniques

Duration: This course normally operates as a 1 day course, and is suitable for both complete beginners and those who want a refresher of the key points. 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.