

effective selling by telephone

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| description | A two-day workshop to enable the delegates to gain powerful selling techniques when using the telephone. |
| who should attend | Everyone who is involved in selling by telephone. |
| features | <p>The Telesales Marketing Opportunity</p> <ul style="list-style-type: none">• recognising the power of the telephone• increasing market share and cost efficiency. <p>Incoming Calls</p> <ul style="list-style-type: none">• turning enquiries into orders• using the correct incoming call structure• maximising business by selling up and across the range• building lasting relationships. <p>Outgoing Calls</p> <ul style="list-style-type: none">• planning the day and preparing each call• establishing buying authorities and decision influencers• making appointments for visits and getting past screens. <p>Handling Complaints</p> <ul style="list-style-type: none">• turning dissatisfaction into satisfaction• getting further business from dissatisfied customers. <p>Dealing with Regular Customers</p> <ul style="list-style-type: none">• how to sell promotions and special offers• making every call interesting. <p>Sales Psychology</p> <ul style="list-style-type: none">• what makes people buy and why• controlling the conversation and stimulating interest• getting prospects enthusiastic about products or services. <p>Closing Sales/Overcoming Objections</p> <ul style="list-style-type: none">• closing techniques that work• knowing when and how to ask for business• confirming sale details• simple structure for overcoming objections• pre-handling likely objections. |
| format | Tutorial presentation of proven ideas, concepts and techniques with extensive use of playback analysis and individual tuition and guidance. |
| benefits | <ul style="list-style-type: none">• Improved confidence on the telephone.• More sales/increased profits.• Detailed knowledge on how to handle customers. |

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For more details of our consultancy and training support

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