



Duration: 1 Day
Course Code: SSS04

Course Description:

How can you boost your business sales without drastically increasing your marketing costs? The answer lies in the effective use of the telephone.

The telephone is perhaps still the most cost-effective and efficient way of selling. Quick and direct, it saves valuable time for both salesperson and customer.

Who Should Attend Selling On The Telephone Training?

- If you are a telesales operator, or have to use the telephone a lot to call clients; or if you want to increase your sales, appointments and promotion on the phone, this is the workshop for you.

Benefits From Attending The Training:

- Differentiate your product and company from the rest
- Learn how to plan out your calls before you make them
- Determine opportunity areas for adding value to a customer's business

Course Contents:

- Personal qualities required
- The Advantages of telephone selling
- Planning the sales call
- How to communicate on the telephone
- Where to obtain leads
- Getting past the receptionist
- Converting enquiries into orders
- Questioning techniques
- Matching benefits to needs
- Overcoming objections
- Recognising buying signals
- Closing the sale

Related Courses:

- Telephone Cold Calling | Duration: 1 day | Code: SSS06
- Introduction To Negotiation Skills | Duration: 1 day | Code: SSS03
- Interpersonal Effectiveness | Duration: 1 day | Code: SSG18

***BESPOKE COURSE | Course Duration, Level & Duration: Depends On Content & Individuals**

