



TELEPHONE SALES

Course Code: BSS01 | Title: Mastering Persuasive Calls | Duration: 1 Day
Delivery: Face To Face & Live Online

Course Description:

The telephone remains one of the most cost-effective and efficient tools for driving sales, enabling quick, direct, and results-oriented communication. This course equips participants with essential techniques to maximize their sales potential through impactful telephone interactions. Learn how to build rapport, identify customer needs, and close deals with confidence—saving time for both sales professionals and customers while delivering exceptional results.



Who Should Attend Telephone Sales Training?

- Customer Service Representatives
- Office Administrators
- Telesales Professionals
- Sales Representatives

Benefits From Attending The Training:

- Differentiate your product and company from competitors, offering unique value to your customers
- Enhance your ability to listen actively and understand customer needs to provide tailored solutions
- Build rapport quickly and maintain meaningful conversations that foster trust and engagement

Course Contents:

- **Personal qualities:** Discover the key personal attributes essential for successful telephone sales
- **Advantages:** Understand efficient ways to connect with potential customers and close deals
- **Planning:** How to effectively plan and structure your sales calls to maximize results
- **Communication:** Master techniques for clear, persuasive, and professional communication
- **Leads:** Explore strategies for sourcing high-quality leads that will boost your sales efforts
- **Getting past the receptionist:** Gain insights into navigating gatekeepers
- **Enquiries into orders:** Focus on turning inquiries into actionable sales
- **Questioning:** Develop strong questioning techniques to better understand customer needs
- **Benefits to needs:** Match your product's key benefits with the specific needs of your prospects
- **Objections:** Build confidence in handling and overcoming objections

***BESPOKE COURSES | All of our courses can be easily tailored to suit any company.**
Course duration and level can be changed, depending on content, company & individuals*