

Advanced Telephone Selling Skills

Course duration/times

One Day

Why attend?

Selling over the phone can be tough and to perfect the skills you need to be the Sales God of the office this course offers you everything you require.

Who should attend?

Sale Professionals selling over the phone

Topics covered

- Introduction and welcome
- Understanding customer buying criteria
- Understanding your preferred style of selling
- Recognising customer behavioural styles
- Emotional intelligence
- Building rapport and keeping the prospect interested
- Developing the business conversation
- Controlling the conversation using the SPIN technique
- Making an impact when matching to the customer's needs
- Closing for the business
- Handling objections

By the end of the course, delegates will be able to:

- Appreciate different types of customers' buying styles
- Learn to adapt over the phone to a customer
- Read buying signals
- Question customers appropriately
- Learn to listen and not interrupt
- Present customer solutions to their problems
- Close for the business at the right time

Extra encouragement

The backbone of any great sales team is the sales professional consistently making calls to prospective and existing clients to win new business and develop existing business. They can truly make or break a sales territory. Therefore, they need to be inspired and their skills need to be regularly refreshed to be able to drive their business to the next level. This course puts sales professionals through their paces, highlights their strengths offering areas for them to develop that will really make a big difference to the bottom line back in the business.