

Creating an Impact Over the Phone

Who is the course for?

This course has been designed to give you a greater understanding of how your clients buy to enable you to maximise all telephone opportunities with confidence.

Topics covered

Throughout the two half day programmes you will be discussing the psychology of how customers reach a decision to buy and gain a clear understanding of the attitude, skills, knowledge and behaviours of a successful sales person when selling over the telephone.

Day One

Psychology of Communication

- Welcome and Introductions
- Course Objectives
- What is selling?
- Skills and qualities of a high performer?
- Buying Motives
- Planning and preparation
- Getting to the decision maker
- Preventing and handling difficult objections
- Opening up the call with impact

One Month Apart

Day Two

Skills and Knowledge

- Developing your business conversation
- Powerful questioning skills
- Listening skills
- Presenting tailored customer solutions
- Closing for the business
- Handling objections when closing
- Goal Setting

Feedback and Evaluation

Post training your trainer will telephone the Line Manager to give feedback and discuss further development ideas.

Personal Development Plan sent to Line Manager and a telephone follow-up 3 months later.