

Confident Telephone Sales

All businesses need to ensure a healthy pipeline of new customers in order to grow. Making those initial new business calls can be a daunting task. This course aims to take the fear out of making new business calls and gives some practical guidelines for maximising business opportunities.

WHO SHOULD ATTEND?

- Anyone who is new to selling over the phone or who wants a refresher
- Anyone wanting to maximise the effectiveness of their new business calls to customers
- Anyone who has had no formal training in this area

WHAT WILL YOU LEARN?

This workshop will take you through a structured approach to selling over the phone and help to boost confidence and motivation to develop new business

COURSE CONTENT

- What makes a good and bad sales person
- The buying psychology of the potential customers
- How to structure a new business call
- What to plan and prepare before making a new business call
- The key skills needed to make an effective sales call including:
 - opening the call to make an impact and gain interest
 - questioning technique to understand the client's needs
 - listening skills
 - selling the benefits of your company's service
 - handling objections from new clients
 - closing to gain commitment
 - building rapport over the phone
- practise the above skills

TRAINER

Tracy Powley is an experienced sales and management trainer. She has worked in a sales environment for her whole career, starting with a large business publishing house, managing a team of telesales executives. She then moved to Australia for 2 years with responsibility for launching a new business magazine and building a team of sales people. Returning to the UK, she joined a start up recruitment consultancy which she helped to grow and develop over 6 years, taking the company from 3 to 50 people and building the most profitable division in the company. For her final 2 years there, she was a partner in the business, managing growth and development from a more strategic point of view. She moved into training in 1998, gaining a training qualification through the CIPD (Chartered Institute of Personnel and Development) and now co runs her own training consultancy.

COURSE INFORMATION

Venue: Chamber of Commerce, 53 Bugle Street, Southampton
Duration: 9.15am - 4.30pm

Lunch and course materials provided

RELATED COURSES

Terrific Telephone Techniques
Winning Business through Face to Face Selling
