



## Telemarketing & Call Centre Techniques

### **Who Should Attend:**

The target audience for this training seminar is account managers, account executives, sales representatives, team leaders and sales professionals who rely on the telephone as a key tool for reaching customers and would like to increase their phone selling skills.

### **Objectives:**

At the end of this training seminar participants will be able to:

- Leverage the unique characteristics of telephone selling to improve your sales success
- Navigate the process of getting to the decision maker by working with gatekeepers-humans, voicemail or automated
- Engage your customer over the phone to get attention quickly and maintain interest during the call
- Increase proven telephone communications skills using body position and mental attitude to affect your voice, tone, inflection, projection and delivery
- Identify best practices for making informal and formal presentations over the phone or Web
- Use consultative selling skills that lead to successful sales relationships over the telephone

### **Content:**

#### **Using the Phone as a Powerful Sales Tool**

- How face-to-face and telephone selling are different
- Transitioning from face-to-face to phone sales and vice versa
- Applying a consultative selling approach

#### **Planning and Time Management**

- Macro-planning: What does your day look like?
- Maximizing your phone time
- Navigating to reach the decision maker
- Gatekeepers-humans, voice mail, automated
- Tactics to get gatekeepers to work for you

## **Knowing Your Offering and Tying It to Customers Needs**

- Identifying an organization's business drivers
- Knowing your product/service
- Avoiding feature/benefit overload

## **A Framework for Successful Calls**

- Opening the call
- Developing verbal rapport and positioning
- Qualifying and discovering customer needs
- Presenting options
- Handling objections
- Gaining customer commitment
- Closing: How closing over the phone is different

## **Delivering Persuasive Presentations**

- Determining what to present
- Delivering an engaging phone-based presentation, with or without technology support

## **Engaging the Customer**

- Increasing and improving telephone communication
- Understanding what verbal body language is and how to use it
- Word selection
- Voice tone, inflection, pronunciation
- Physical presence
- Listening/questioning
- Keeping the conversation going

## **Staying Upbeat**

- Maintaining a positive attitude
- Increasing endurance and resilience
- Keeping a brisk pace
- Managing stress