

# telephone sales and communication skills

## who should attend

Telemarketers, telephone sales people, new business generators - everyone who wants to be successful either cold calling or selling to existing clients over the telephone.

## topics we will cover

- Preparing yourself to sell a product or service over the telephone
- How to greet the customer in a warm and professional manner
- Understanding your *impact* over the telephone
- How your vocal tones and language can create a positive, negative, or neutral impression
- How to control vocal tones so that you sound confident, caring and interested, even when you may not feel like it
- Increasing active listening skills to pick up on customers' needs, free information and read between the lines, when necessary
- How to take control and guide the conversation to a positive outcome
- Using questioning skills to identify customers' needs and qualify interest levels
- How to build rapport and empathy with a variety of external and internal customers who may have different life experience, life and communication styles to that of yourself or your staff
- Asking for the order - or setting up an appointment
- How to deal with objections and considerations
- How to deal with personal rejection
- How to deal with your own negative emotions, such as apathy, upset, fear, irritation, anger and disinterest when working under pressure
- Closing the call.

## course style

Highly interactive. 70% practical 30% theory. Telephone training equipment will be provided so participants can hear their progress over the two days.

## duration

Two days (on-site coaching days can be arranged on an individual basis).

## investment

£495.00 + VAT (includes registration, refreshments, course materials and light buffet lunch).