

Tele-Sales and Selling Skills



Introduction

There are a number of important elements that make up a sales good call. Miss out one or get one wrong and your hit rate will suffer and so will your morale. We look at all the problems facing busy salespeople with targets to hit, such as dealing with receptionists, building rapport, decision makers and objections. Our research shows that salespeople who attend this course dramatically improve their hit rate.

Aims and objectives

By the end of this course delegates will be able to handle receptionists and secretaries, get through to decision makers, develop rapport, overcome objections and win the business.

Preparation & planning

- ▶ How to pre-plan and structure new sales calls, including "essential sales time" management
- ▶ How to structure a successful call so rapport building is much easier.
- ▶ Selling confidence and attitude.

Making new calls

- ▶ Opening a successful sales call with receptionists and decision makers.
- ▶ The best way to handle problems with receptionists and get through to more decision makers.

Building rapport and trust

- ▶ Building trust and respect by asking the right questions.
- ▶ How voice speed, inflection, resonance and tone can dramatically affect your hit rate.
- ▶ How to adapt to different responses and deal with awkward objections.
- ▶ How to arrange your questions for the best results.
- ▶ Separating your company from the competition.
- ▶ Our award winning formula for handling objections.

Closing

- ▶ How and when to ask for the business.
- ▶ How to close and negotiate the best deal.



RESULTS

Every delegate will be able to get past receptionists, through to decision makers and deal with obstacles, issues and objections in a far more professional way with answers that are significantly better and refreshingly different.

Salespeople who have attended this course have reported significant improvement in all areas of the sales process. They leave with a better insight into how to overcome their weaknesses and improve their selling skills. They also leave with far more confidence and are able to approach prospecting with renewed enthusiasm

New prospects will be much easier to negotiate with and closing the sale will become automatic.
Call 02380 840376 for more information