

First Creation Consulting



Telephone Selling Skills

First Creation Consulting Ltd

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PRE-WORKSHOP WORK:

Please bring with you three examples of current or recent research/sales ideas that you have written or proposed to clients.

These will be used during the workshop when practising the skills that will be covered.

WORKSHOP AIM:

To increase the participant's ability to manage a two-way telephone conversation in order to effectively convey an idea and receive feedback.

WORKSHOP OBJECTIVES:

By the end of the workshop participants' will be able to:

- Build positive rapport with clients through the use of good interpersonal skills
- Understand different types of questions and when to use them to effectively manage client calls
- Plan & prepare for a successful two-way telephone sales call
- Effectively structure the call in order to communicate the message in a logical and persuasive manner

WORKSHOP METHODOLOGY:

The workshop has been designed to maximise participant involvement. A number of proven methodologies would be employed including:

- Consultant led input
- Group/individual based exercises
- Recording of two-way telephone conversations
- Feedback and Coaching

1/2 Day Workshop

Delivery Techniques For Successful Telephone Sales

- Components for successful telephone sales
- Developing positive interpersonal skills
- Communication principles - impact and flexibility
- Influence of non-verbal behaviour on telephone calls
- Developing questioning & listening techniques
- Practical application – specific ideas

Participants will conduct client telephone role-plays using tape recorders to capture calls for feedback and coaching sessions

Contents & Structure

- Content choice – clarity and effect
- Planning, setting objectives
- Structuring the dialogue
- What's in it for the client? – Features and benefits
- Directing a sales call model
- Gaining commitment skills – encouraging a positive result

The participants will conduct client telephone role-plays using tape recorders to capture calls for feedback and coaching sessions

Summary & Close