

TELEPHONE SALES

OBJECTIVES

Selling and negotiating over the phone is becoming a strategic necessity for business development and customer loyalty in today's companies. This course will help you increase sales, carry out prospecting over the telephone, make appointments, and use telephone lists.



TARGET CLIENTELE

Anyone who deals in the sale process

PREREQUISITES

None

COURSE SYLLABUS

1. The principles of telephone sales

- The benefits of using the telephone in sales
- The client's perception of the telephone
- Telephone communication features

2. The stages of telephone sales

- Preparing the call
 - Client list
 - Product features
 - Prices and payment conditions
 - Delivery details
 - Order form

3. Psychological preparation for the telephone sale

- Liking
 - What we do
 - Our product
 - Our clients

4. Making contact

- The importance of the first 10 seconds
 - Personalizing the call
 - Reassure
 - Smile
 - Get their attention

5. The phases of making contact

6. Discovering their needs

- Discover the client's motivations
- The different types of questions
- The best solution
- The rules to listing over the telephone

7. Reformulation

- Expectations and goals
- The principles of persuasion
 - Do not sell a product or service, show them the benefits it procures
- Counter all client objections and attacks

8. Closing the sale

- When to close
- The "closing"
- Ending the call
- Following-up