

Sales Skills for the Phone

Briefing

Everything begins from engaging the prospect and customer from the first moment of the call. This program will guide your staff to a higher percentage of information gathering, appointments, and sales. It includes everything from overcoming the recipient's initial impulse to put off the call and hang-up to building lasting customer partnerships. After this program, participants will look forward to making calls and feel the excitement of greater success.

This session can include the basics for a group of new telemarketers and telesales staff. Teaching them effective ways to:

- Develop a pre-call plan and script that is flexible enough for even the most difficult calls
- Present in a professional manner appropriate for the call
- Take accurate notes to develop a useful history for future calls
- Overcome the recipient's initial impulse to hang-up the phone

The program can be customized for an experienced group of telesalespeople:

- Beat the odds in a high hang-up percentage business
- Expanding their use of questions to discover the real needs of your customers
- Close the sale (appointment, sales, etc.) over the phone
- Building lasting customer partnerships

The program will provide skills to turn stress into positive energy and guide participants to discover the powerful questions required to determine the prospect's needs. Once they've participated in this customized program, they will have suspects, prospects, and customers asking how to get your organization's products and services right away.

Participants will learn how to maximize the marketing material (including internet tools) to guide the call to the decision best for everyone.

Those that attend will learn new ways to...

- 1. Strategically plan the approach for territory management and calling.**
Skills tailored to the neophyte or the telesalesperson ready to take on management responsibilities.
- 2. Quantify objectives and convert them to measurable activities.**
Develop the important perception of measurement tools as learning tools.
- 3. Develop self-motivation tools and techniques to stay energized for the job.**
Uncover internal driving forces and linking them to calling and selling activities.
- 4. Use questions to enhance personal relationships.**
Learn the ways to overcome emotional hurdles and costly mistakes that cost customers.
- 5. Create the immediacy to take action.**
Find the keys to getting the prospects to close the sale themselves.
- 6. Incorporate dialogue to turn a lost sale to a winner.**
Learn three specific techniques to recover from disaster.



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Sales Skills for the Phone

Outline

Prepare for calling success

- Create a work area for winning over the phone
- Pre-call planning that's quick and effective
- Develop a flexible script that stays on track for a sale
- Present yourself in a manner that is professional and effective
- Tailor your presentation for the different personality types encountered

Use questions to quickly qualify

- Qualification is critical to insure you use time wisely
- Qualify suspects, prospects and customers quickly and effectively
- Find out critical information with R.A.D.A.R.
- Plan based on information available
- Use assertive communication skills for specific results
- Use communication techniques to put you in control
- Use time to your advantage
- Use negotiation techniques to qualify fast and move to a close

Understand decision-making

- Understanding the decision making process
- Find and use your values for focusing your power
- Discover their criteria for decision making from past decisions
- Link your values and their values for a buying decision
- Use focused questions for credibility
- Using active listening skills to uncover real issues
- Reverse an adverse position to your benefit

Creating commitment

- Link values to products and services
- Using connecting statements to maintain a positive focus with difficult issues
- Building questions to enhance commitment levels
- Test values with the information given
- Use add-on questions to retain control at high speeds
- Turning an upset person into a happy customer
- Three specific techniques to recover from disaster.
- Enhancing relationships with Directed Communication™

Taking care of you

- Self-motivation techniques to keep energized
- Work station stress reducers
- Redirecting stress into selling energy
- Preparing ahead for effective calling



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