

# Professional Telephone Selling Techniques

Interactive All Inclusive Training Programme with Simulation



Interactive and Packed with Practical Advice, a Powerful Programme that Focuses on the Attitude, Skills, and Behaviours that Make Outstanding Telephone Sales People. This Programme Will Improve the Sales Performance of Anyone Dealing with Inbound and Outbound Customer Calls

## Description

'Professional Telephone Selling Techniques' develops the telephone selling skills and behaviours your people need to deliver great results and build customer relationships.

This interactive, practical programme integrates debate, role play, team and individual projects with a two round simulation to produce an action-packed two days. A powerful programme that covers:

- **The Professional Telesales Person** - the expectations of the role and the combination of attitude, skills and knowledge that creates outstanding performers.
- **Telephone Protocols** – the person on the telephone owns the brand! Participants cover best practice in call management, managing inbound calls, making outbound calls and the use of the telephone alphabet.
- **Telesales Time Management** – how to plan and manage time to maximise sales performance. Participants cover structuring the day, identifying 'peak' and 'off peak' sales time and dealing with 'telephone time robbers'.
- **The Telephone Buying Cycle** – why and how people buy on the telephone. Participants discover how to identify real buyers, establish decision factors, manage buying motives and progress the sale to a close.
- **Essential Telesales Skills** – the skills that create winners. Through role play, team and practical projects, participants cover:
  - The voice – how to use, manage and protect the most important sales aid the telephone seller has
  - Managing gate-keepers - reaching the decision maker
  - First impressions – the first 20 seconds on the telephone are vital
  - Structuring dialogue for inbound and outbound calls
  - Questions and active listening - how to identify and clarify customer needs
  - Matching benefits with customer needs
  - Delivering a persuasive presentation which customers will want to buy
  - Telephone closing techniques
  - Managing customer objections
  - Planning Next Steps – gaining commitment, or progressing the opportunity.
- **Personal Action Plan** - participants prepare a personal plan - with actions and timings – detailing how they will use these new skills in their personal roles.

## Simulation Content

The '**Professional Telephone Techniques**' simulation challenges your people to manage a series of situations dealing with inbound and outbound telephone sales opportunities. Decisions challenge participants to manage difficult customers, establish needs, ask questions, sell benefits, close sales and manage objections.

The simulation measures how participants implement 'telephone techniques' and the sales revenue generated from each situation. Compelling and engaging, this simulation challenges participants to make decisions and learn from the results; learning that they will easily transfer to their personal roles.

The easy to use '**Professional Telephone Selling Techniques**' All Inclusive Training Programme comes with everything you need to deliver the programme. Professionally designed and prepared materials include:

- PowerPoint slides
- Trainer's guide and one participant manual
- Trainer's notebook
- Simulation guide – clear directions on how to install and manage the simulation
- CD containing the Professional Telephone Selling Techniques simulation, PowerPoint slides and PDF files of all materials, participant manual and certificate template, which **you can print from the disc as often as you wish.**

## What You Will Receive

# Professional Telephone Selling Techniques



## How the Programme Works

This All Inclusive Training Programme is designed to be delivered over a full two day period. However, the modular structure allows for delivery over a longer period, should that meet your needs. The simulation is designed in two rounds. The delivery process is that on both days the programme follows three stages:

Stage	Activity	Outcomes
<b>Training</b>	The trainer takes the participants through the programme. This integrates lecture and debate with practical projects and personal exercises. PowerPoint slides, detailed trainer's guide and notebook are provided. Participants have a detailed manual to use and retain.	The content drives new skills, knowledge and behaviours which are practised in the simulation. Group and individual projects challenge participants to think how they will implement this new learning in their personal roles.
<b>Simulation Time: 30 minutes</b>	Participants are challenged to make decisions on realistic situations they are likely to face in their personal roles. They debate each decision and reach consensus on the best option. The debate is a highly effective step in the learning process. We recommend that participants work in teams of four. However, the simulation works effectively as a one on one coaching aid.	People learn from the experience the simulation creates - reflecting on the decisions they have made and their consequences. This unique approach embeds learning, achieves high levels of retention and – most importantly- gives people the confidence to apply these skills in their personal roles.
<b>Feedback Time: 60 minutes</b>	Participants review the feedback provided by the simulation and then regroup with the trainer. The trainer will discuss each decision, compare the decisions taken by each group – or individual – and clarify which choices are correct and the learning that sits behind them	Everyone leaves the programme with improved knowledge of how to successfully implement the skills learnt.

**Group Size** - this will vary based on how comfortable the trainer is with large groups. As a minimum we would suggest 12 and as a maximum 20 participants.

**Individual Coaching** – the programme works very effectively as a one on one event when there is a need to address a specific skill area with one individual

**Customised Participant Manuals** - each participant manual will feature your logo on the front cover.

### Equipment You Will Need

To run this simulation event, you will need:

- A pc or laptop for each team, or individual participant, with Windows 2000, XP or Vista
- LCD projector
- Flipchart
- Printer – an option that is useful, but not essential.

**12 Month Licence Fee** for material & simulation – charged on a per participant basis

Min of 6 to 20	£245 ex vat
21 plus	£225 ex vat
50 plus	£195 ex vat

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