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Professional Selling Over the Phone

Publisher: CourseILT

Code: 1418846414

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Version: 1

Course Length: 1 day (6+ hours)

Audience: Instructors preparing students in professional phone sales

Prerequisites: None

What's in Professional Selling Over the Phone:

Identify how to communicate effectively with customers during telesales calls, and maximize the effectiveness of the telesales calls. This annotated instructor's manual includes marginal annotations so you can reference teaching notes quickly as you guide students through the course material. This manual contains classroom set-up instructions, course objectives and a skills inventory so you can successfully set expectations and measure student proficiency. Supporting PowerPoint slides are also packaged in the back of the book and include embedded videos to stimulate classroom discussion Professional Selling Over the Phone Effectively.

Objectives:

- Prepare the teleselling workspace, use the teleselling aids effectively, and write an effective telesales script for a sales proposal.
- Develop a list of prospective telesales customers, build and maintain relationships with prospects. Learn to implement the soft sell approach, and maintain a positive attitude.
- Close the sale by resolving customer's objections and maximize the telesales performance by using cross-selling techniques and gaining customer feedback.

Topic-Level Outline

Unit 1 : Preparing for telesales

*Topic A: * Preparing the workspace*

A-1: Organizing the teleselling workspace

A-2: Identifying teleselling aids

*Topic B: * Preparing to write telesales scripts*

B-1: Writing telesales scripts

Unit 2 : Essentials of telesales

*Topic A: * Communication essentials*

A-1: Using voice effectively for teleselling

A-2: Improving listening skills

A-3: Understanding communication styles

A-4: Using questions for telesales

*Topic B: * Handling telesales calls*

B-1: Managing calls

B-2: Maximizing telesales calls

Unit 3 : Prospecting

*Topic A: * Generating telesales prospects*

A-1: Identifying methods to find telesales prospects

A-2: Using voice mail in telesales

A-3: Working with screeners

*Topic B: * Interacting with prospects*

B-1: Building a relationship with a prospect

B-2: Maintaining relationships with prospects

*Topic C: * Cold call strategies*

C-1: Using the soft sell

C-2: Maintaining a positive attitude

Unit 4 : Closing a sale

*Topic A: * Closing sales over the telephone*

A-1: Preparing for the close

A-2: Using the closing process

*Topic B: * Addressing telesales challenges*

B-1: Resolving telesales objections

B-2: Addressing telesales rejections

*Topic C: * Maximizing telesales performance*

C-1: Understanding cross-selling techniques

C-2: Gaining feedback from customers