Professional Selling by Phone

Code: CT93-103   **Duration:**   1 day

Series: Sales Management

Preparing for telesales
Preparing the workspace
Preparing to write telesales scripts

Essentials of telesales
Communication essentials
Handling telesales calls

Prospecting
Generating telesales prospects
Interacting with prospects
Cold call strategies

Closing a sale
Closing sales over the telephone
Addressing telesales challenges
Maximizing telesales performance

By completing this course, participants will learn how to:

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

Prerequisites: None