



## TELEPHONE SALES: LIVE SALES MASTERCLASS

### INCREASE SALES AND INCREASE CLIENTS

**Duration: 5 Days**

**Course Price: £2475**

**Course Code: BSM01**

#### Course Description:

How can you boost your business sales without drastically increasing your marketing costs? The answer lies in the effective use of the telephone. The telephone is perhaps still the most cost-effective and efficient way of selling. Quick and direct, it saves valuable time for both the salesperson and customer.

The difference with this course is that it's not just about the theatrical aspects, it's actually calling your clients with you and working as a team to increase the number of quality leads and sales calls. Our trainer will sit side by side with yourself, and will show you what can be achieved using a wide range of sales techniques.

#### Who Should Attend The Training?

This course is suitable for telesales operators, or people who have to use the telephone to make a lot of calls to clients; or if you want to increase your sales, appointments and promotion on the phone, this is the workshop for you.

#### Benefits From Attending The Training:

- Differentiate your product and company from the rest
- Learn how to plan out your calls before you make them
- Determine areas of opportunity for adding value to a customer's business

#### Course Contents:

- Personal qualities required
- Building a continuing and profitable relationship
- The advantages of telephone selling
- Planning the sales call
- Effective research
- How to communicate on the telephone
- Where to obtain leads
- Getting past the receptionist
- Using benefits and selling points
- Converting enquiries into orders
- Questioning techniques
- Matching benefits to needs
- Overcoming objections

**\*BESPOKE COURSE | Course Duration, Level & Duration: Depends On Content & Individuals**

