

First Touch Presents

SUCCESSFUL TELEPHONE SALES

The definitive workshop for outbound callers

Is it right for you?

The pressure on finding new customers is relentless and outbound calling is now a significant part of the sales plan. As voicemail is adopted by so many organisations, it becomes increasingly difficult to get through to the decision maker. This practical workshop will help you overcome these obstacles and provide you with all the essential techniques for successful telephone selling and appointment making.

What will you learn?

You will learn how to prepare for every call and how to maximise your results. We show you how to increase your confidence and reduce the rejection factor. We work on techniques for cross selling and upselling on outbound and inbound calls and you will learn how to use the seven touch strategy to dramatically improve your results

The Behaviour of Success

Build up an overall picture of what you currently do and what you should be doing
Adopt the behaviour that will automatically improve your performance
Discover your best advantage when making a call and how to use it

The Telephone Sales Model

How is an appointment or sale actually made? What will influence a "Yes" decision?
How to work with decision makers and influencers
Utilising other media for support

Qualify the Call

Learn how to ask questions to ascertain if the receiver is a true prospect for your product or service

Getting Past the Gatekeeper

Deal with the increasingly common no-name policy
Understand how to use voicemail as an opportunity
Learn how to get through the two types of gatekeeper screen and through to the decision maker

Open and Gain Interest

How to plan your objective, prepare for and control the call
How to open your calls for maximum impact
How to take your conversation to the next stage and utilise the seven-touch approach

Features & Benefits

Recognising the difference and understanding their importance to each potential buyer
Understanding individual buyer motivation

Handle the Objections

Best practice answers that work in your own environment
How to respond to: "I haven't got the time", "Call back later", "We are using someone else", "We don't have the budget", "I'm not interested", and "Just send me some information"

Close the Sale or Appointment

Being comfortable with closing
Strategies to identify buying signals and present the sale as the next logical next step

Cross Selling and Upselling

How to recognise opportunities to increase the value of the conversation.

Overcoming Call Reluctance

Some tips and approaches for remaining confident. How to keep upbeat when the going gets tough