

Seminar Schematic

for



Telephone Selling S102-C-1

by



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Seminar Aims

This seminar is designed to:

- Help delegates understand how to communicate effectively using the telephone.
- Help delegates recognise how to question and use language in a telesales environment.
- Give delegates an introduction to the role of selling and its importance to business success.
- Help delegates understand how to identify selling opportunities and turn calls into sales.

Seminar Objectives

By the end of this seminar, using any support materials available, delegates will be able to:

- Describe how the effective use of voice and body posture affects a telesales role.
- Define ways that language can be used to handle difficult customers and how to progress a call towards a successful outcome.
- Handle customer objections and recognise buying signals.
- Successfully negotiate and close deals.

Target Audience

- Individuals with no experience of selling and new to a telesales role.
- Individuals who require an introduction to selling within a telesales environment.
- Sales teams with a need to establish a common understanding of Telesales techniques and methods.

Pre-requisites

None.

Duration

1 day.

Number of participants

A maximum of 10 and a minimum of 4 per seminar event.

Seminar Outline

This seminar offers the core skills necessary for successful telephone selling. The seminar provides a sales library of techniques to assist delegates understand the processes involved in telephone selling. The seminar consists of a mix of theory and practice designed to help participants grow in confidence and application of newly learned skills.

Timetable

The seminar is designed to run on a normal work day basis, ie 8 hours from 09:00am.