



Workshop Overview

The Telesales workshop is designed specifically for salespeople who are telephone based and involved in cold calling and/or up selling into new and existing accounts. It will also uplift sales behaviours of the telesales professional and identify key elements of the sales process to enhance capabilities of any people working in a 'sales through service' environment.



Benefits

By attending this workshop, you will best practices for getting to the decision maker, gaining Interest, establishing rapport and uncovering the customer's pains. You will learn solution to need techniques and how to promote your offering.

Outcomes & Content

- ✓ Articulation and Manner
- ✓ Identifying and locating the decision maker
- ✓ Establishing credibility
- ✓ Getting past the gatekeeper
- ✓ Objection handling at the start of the call
- ✓ Opening pitch and pitching
- ✓ Case studies and anecdotes
- ✓ Probing for information
- ✓ The sales value proposition
- ✓ Differentiating your offering
- ✓ Understanding the prospect needs
- ✓ Concluding the sale



Who should attend ?

This workshop has been designed specifically for those working in a call centre or telesales environment with direct customer contact over the telephone. The workshop is suitable for telesales, customer service representatives, and call centre agents.

