



## Telemarketing Using the Telephone as a Sales Tool

**Description:** *Virtually everybody in sales today sells over the phone at least part of the time. Perhaps it is time for you to evaluate how you use the telephone and where it fits into your sales and marketing mix. This course will show you how the telephone can supplement, enhance, and sometimes replace other means of marketing and selling, and how this personal approach can dramatically increase your sales success. We will also talk about how to hone your communication skills, your ability to persuade, and techniques to personalize each sales call. Specific learning objectives include developing the ability to: Build trust and respect with customers and colleagues, warm up your sales approach to improve success with cold calling, identify ways to make a positive impression, identify negotiation strategies that will make you a stronger seller, create a script to maximize your efficiency on the phone, learn what to say and what to ask to create interest, handle objections, and close the sale.*

**Session One:** Course Overview.

**Session Two:** Pre-Assignment Review

**Session Three:** Verbal Communication

- Being Yourself and Sounding Your Best
- A Service Image

**Session Four:** To Serve and Delight

- What You Say and What it Means
- Planning the Ideal Answer

**Session Five:** Exceptional Things about Telephone Sales

**Session Six:** Building Trust

**Session Seven:** It's More Than Just a Phase

- Phases of Negotiation
- Types of Negotiation

**Session Eight:** Communication Essentials

- Active Listening Skills
- Ten Ingredients for Good Communication
- Asking Good Questions

**Session Nine:** Developing Your Script

- The Basic Script
- Sample Script
- Making the Script Yours
- Role Plays

**Session Ten:** Pre-Call Planning

**Session Eleven:** Phone Tag and Call Backs

**Session Twelve:** Following Up

**Session Thirteen:** Closing the Sale

- Workshop Wrap-Up