



Telephone calling

Course aims

This 2-day course results in an increase in the number and quality of calls your people make. It is a successful development in sales techniques that covers mind management and method.

The content promotes self-development and discovery by expanding their beliefs of what they can achieve. They overcome their own resistance patterns, completing the course equipped and motivated to take on any telephone sales task.



Mind management

This deals with the persistent fear that sales conversations on the telephone are difficult. By exploring the origin and nature of thoughts and ideas about themselves, participants learn to differentiate between the telephone dialogue and their thoughts during that dialogue.

They learn to participate in the conversation without becoming involved in it and so are able to maintain the same high level of energy for each call even when the outcome is not as they had hoped.



Method

- Whilst the mind management section of the course builds the foundations of quantity, this section addresses the quality aspect of a telephone sales call. It starts from the premise that regardless of your company's products or services, the majority of calls will result in no immediate action being taken by the recipient. This is normal.
- The quality goal is therefore to make each call as clear and concise as possible so that the caller and recipient have a short and fruitful conversation that takes them towards the ultimate goal of achieving a sale. This is achieved by applying tried and tested sales call structures and objection handling techniques.
- The participants complete the course with a powerful anchor script from which comfortable variations can be constructed as appropriate.

Benefits

Immediate results - participants literally see the task differently.

Self motivating - participants learn to take on the responsibility of motivating themselves.

Long lasting - The results come from the participant's 'state' change as well as an acquisition of technical skills.