



Effective Telephone Selling

Achieving success with prospects, clients, customers, and partners over the telephone requires specialized training to master the unique skills necessary for maximum effectiveness. The tools and techniques taught in this seminar help differentiate your organization through excellent customer service and the ability to effectively present a pleasant, persuasive "voice" to your public.

Workshop Objectives

- Increase your level of efficiency on each call
- Understand the difference between telephone and face-to-face selling
- Identify different buyer types, and learn to adapt and establish rapport quickly
- Gain the ability to establish rapport on the telephone within the all-important first 20 seconds.
- Show how to maintain a positive, "up" attitude throughout the call.
- Learn to Interview Prospects and develop Active Listening Skills
- Improve your ability to sell value and close more business
- Help you to deal with Gatekeepers and Voicemail Systems
- Develop techniques for handling the most common telephone objections
- Learn how to measure your results and improve performance

Workshop Description

This workshop will train you to rapidly and effectively achieve remarkable results whenever you use the telephone. Whether you are selling, providing customer service, or doing outbound telemarketing, the skills you will learn in this fast-paced high energy workshop will be invaluable. A direct focus on your industry role plays and live telephone conversations allows all participants to learn by doing rather than being lectured at. Intensive feedback from the instructor guarantees direct skill reinforcement and individual skill development.

You will:

- Learn how to Make the Telephone an Effective Tool rather than an Obstacle
- Gain Confidence and the ability to Succeed
- Become more Effective and Persistent while working the Telephone
- Improve your performance and bottom-line results