

# Huthwaite International

## Open courses



### **Remote relationships**

*Overview – Acquiring and developing accounts by telephone*

# Remote relationships

As customers seek to cut costs and to make their businesses ever more efficient, and as organisations seek more effective ways to interface with ever-busier customers, more and more business is being closed via the telephone, often with Internet support.

We are no longer talking about organisations involved in simple sales cycles selling consumables or low value products; there are companies today, who are closing deals in excess of £50,000 by telephone. The skills involved in these sales interactions are beyond those taught by traditional 'teleselling' programmes. It has been argued that the required skills are on a par with, or beyond those of face-to-face selling – where the seller at least has the advantage of reading body language and the use of visuals to support the sales call.

Similarly as suppliers slim costs to the bone, much 'account management' is now being implemented by telephone. At this business level the calls are not simply "*How are you?*" The seller is expected to build a relationship over time with the customer and adopt strategies to protect the account from competitive activity as well as seeking out further potential opportunities within the account – a challenging task indeed!

In summary, many modern salespeople working by telephone, email and Internet need very similar skills to the skilled face-to-face salesperson. The customer contacts involved in the project are going through an identical decision making process as the face-to-face salesperson's customers. The skills taught in many teleselling courses will simply not work in this situation as they are focussed on relatively low value customer decisions. Teleselling is growing up fast and with it the required skill levels required to cope with the magnitude of the decisions telephone sellers are being asked to influence.

Having worked successfully with clients struggling to adapt to this nature of selling, Huthwaite have constructed a programme adapting many of their sales behavioural models from B2B face-to-face selling to working on the telephone. The focus is on acquiring and developing business – not implementation and support – and is aimed at people whose main goal is revenue generation from new or existing customers.

# Overview – Acquiring and developing accounts by telephone

## Objectives

By the end of the programme each participant will be able to:

- maximise the use of available technology and media
- achieve higher conversion rates
- increase sales revenue
- satisfy customer needs more effectively
- improve repeat business levels.

## Target audience

Anyone involved in acquiring and developing sales relationships by telephone and/or other remote techniques. This programme may also be useful for face-to-face sellers who are involved in a high level of telephone work.

## Materials

During the programme trainees receive a complete set of documentation, which they may photocopy.

They also take away user-friendly reference material and tools, which give explanations of key concepts.

## Programme content

- They can't see you, so...
- Understanding the psychology of decision making.
- Need in the commercial world and how it develops.
- Influencing needs.
- Demonstrating your capability to add value for the customer.
- Closing the sale and the concept of staged commitments.
- Follow-up calls and their structure.
- Objection Handling.
- Account portfolio management and development.
- Prospecting – learn to enjoy it!
- Differentiation and how to make it add value.
- Competitive strategies.

## Training design and methodology

The training design is based on the principle that trainees learn best by *doing and reviewing*.

## Duration

Normally two days.

## Faculty and group size

One of our consultants delivers the programme. To ensure individual attention and participation, training group size is limited to a maximum of twelve.

Find out more today.

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