

Huthwaite International

Open courses



More than just your order taking
Overview – Effective telephone selling

More than just your order taking

Effective telephone selling is more than just order taking!

It's about making the most of your inbound and outbound telephone sales activity. This includes creating persuasive openings to encourage the customer to stay on the line, identifying which customers are worth spending time with, opening up a conversation through effective questioning and persuasively presenting solutions to gain customer commitment.

Delegates completing Effective Telephone Selling have achieved tangible improvements in conversion rates, average transaction value and customer satisfaction, as well as more effective use of phone time and increased motivation.

Objectives

At the end of the programme participants will be able to:

- Use knowledge of customer buying psychology and decision criteria to plan effective approaches for selling on the phone
- Recognise the key differentiators they can use to sell their product
- Use behavioural skills to structure calls in order to maintain control and build rapport
- Create persuasive opening statements to encourage customers to keep talking
- Use advanced questioning skills to uncover issues, wants and needs
- Demonstrate capability to relate solutions to customer needs to gain customer commitment
- Overcome customer objections.

Programme content

- What is effective selling?
- Why do customers buy – and why should they buy from you?
- Effective behaviours for customer interactions: CARE
 - Control
 - Approachability
 - Responsiveness
 - Excellence
- Best practice sales process and how it relates to telesales: PITCH
 - Presenting yourself
 - Investigating needs
 - Tempting the customer
 - Commitment gaining
 - Handing over.

Target audience

The programme is aimed at anyone involved in inbound and outbound telephone sales.

Programme methodology

The programme introduces delegates to the key concepts of telephone selling and the research that underpins them, and provides them with exercises and scenarios so that they can practise directly applying their skills. At the end of the workshop delegates create an action plan for how they will use and develop the skills back in the work place.

Materials

Participants are provided with a workbook during the programme. It comprises reference material and activities to be completed over the two days. They also take away a behavioural framework with which to assess their performance back in the work place.

Duration

Two days.

Faculty and group size

One of our consultants will deliver the programme. To ensure individual attention and participation, training group size is limited to a maximum of 12.

Find out more today.

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Change Behaviour. Change Results.

