

Excellent Telesales

“To effectively communicate, we must realise that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others. “ Anthony Robbins

Purpose

This course is designed for sales staff or advisers/operators who require more advanced communication techniques when dealing with customers by telephone.

Target Audience

Front line call centre advisers/operators who require enhanced communication skills and techniques for selling over the telephone..

Learning Outcomes

By the end of the course delegates will be able to:

- Define the steps of the sales process
- Demonstrate effective questioning and listening skills
- Understand Transactional Analysis theory and how it can aid communication
- Understand own behaviour and be able to manage customer behaviour
- Demonstrate confident behaviour over the telephone

Key Topics

- Sales process and techniques
- Introduction to Transactional Analysis theory
- Questioning and listening exercises and activities
- Emotional intelligence and behaviour model
- Role play activities

Course Duration

2 days.