



# Professional Tele-Selling

**This Master Class is designed for internal sales people who handle incoming and outgoing telephone calls from and to both existing and prospective customers.**

This entire Master Class focuses on the environment in which the Tele-Sales person works - the need for concentration, the need for the right atmosphere and attitude and the need for the right tools for doing the right job.

More and more businesses are realising that their internal staff have the ability to achieve substantial extra sales - sales that are lost often as a result of inept use of the telephone, and unconscious disregard of the crucial rules of '**Professional Tele-Selling**'. This inspirational course focuses on creating the atmosphere and attitude necessary to unlock all those potential extra sales.

Delegates work through the day with a specially designed Story Board, building step by step the word tracks, recovery routes and instant response aids, without which it is next to impossible to excel in this toughest of all selling situations.

## Course objectives

- To realise potential sales
- To make the most of every Tele-Selling opportunity
- To create the right impression, from the start
- To improve the call to order ratios

## Delegates will learn

- How to become the Tele-Selling person the customers like best
- How to fire up your Drive and Energy System
- How to develop a positive mental attitude
- The personal qualities of a professional Tele-Sales person
- Whether your voice will make or break a sale
- The essential tools for Tele-Selling
- How to handle incoming calls and convert more enquiries into orders
- How to handle the 'hot air balloons'
- How to make productive out-going calls
- How to control the conversation, questioning skills, listening skills and benefit selling
- How to deal with objections
- How to focus on your DIAL value
- How and when to ask for the order