

# Telephone Sales

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## Objectives

Delegates should be able to:

- Recognise the importance of first contacts
- Develop a simple sales structure which can be used in all situations
- Develop methods of overcoming objections
- Identify the signals which precede the sales close

## Course content

The aim of the course is to show delegates how they can become successful telephone sales people.

It is also to enable participants to maximise sales opportunities and develop professional selling expertise.

## Key Topics include:

- Why do people buy?
- What is selling? And what is it not?
- Why should you create a telephone image?
- Reasons for failure over the telephone
- Preparation – fail to plan, and plan to fail.
- The Sales process – logical progression
- What is the best approach?
- Active listening.
- Do's and don'ts on the telephone.
- When to “shut up!”
- Closing the sale
- Planning to succeed. Changing attitudes.