

# Telephone Selling (Inbound and Outbound)

## Introduction

Many businesses know the potential of telesales yet many still lose business worth millions of pounds every year by mishandling telephone calls.

The days when business owners, directors and managers just put someone on the telephone to sell something or get appointments are long gone.

The customer is far more sophisticated today, demands are even greater on our time and many people are trying to get through to decision makers.

This means that in order to win more business through the telephone you will need to have:

- Professionalism
- An excellent knowledge of your products and services
- An awareness of your customer's needs and wants
- Superb skills in managing communications
- The ability to build rapport quickly and effectively
- Persistence

This course aims to enable participants who receive incoming telephone calls from customers and make outgoing sales calls, to deliver the highest standards of service, whilst maximising all potential sales opportunities whether explicit or implied. A basic introduction to negotiation skills over the telephone.

## Objectives

By the end of this course participants will be able to:

- Explain the importance of effective communication via the telephone
- Describe the different levels of customer interaction
- Demonstrate active listening skills
- Construct questions in a sales context and listen effectively to what the customer is saying
- Explain the different elements of effective communication
- List what types of questions obtain the best information and which types of questions to avoid
- Explain the components of Telephone Etiquette
- List the Do's and Don'ts when dealing with customers over the telephone
- Construct a 'personalised script' within a successful formula for dealing with inbound calls
- Describe the Four People Factors in relation to customers' buying behaviours
- List the AIDA process and how it adds value to a Telesales call
- Establish their own structure for a Telesales call using all stages from opening the call to closing the call
- Introduce and use a sales framework
- Explain products and services in a meaningful manner
- Demonstrate how to overcome objections and deal with difficult calls
- Describe how to gain customers' commitment
- Explain how to utilise the negotiation process to effect a win/win outcome over the telephone

## **Content**

A sample of what is covered includes:

**What is telephone selling?**

**Why has it grown?**

**Where does telephone fit into your business**

- Telesales and Direct Marketing
- Direct Response Advertising
- Selling Goods of the Page
- Mail Order
- Direct Mailings
- The Internet and e-commerce
- Telesales

**How can telephone sales be used?**

- Inbound
  - Enquires and Order Taking
  - Help/Care Lines
- Outbound
  - Opportunity Sales
  - Getting and Updating Customer Information
  - Selling Your Products or Services by Telephone
  - Lead Generation
  - Sales Support
  - Sales Support/Customer Account Management
  - Market Research
  - Database Building

**Benefits of using the telephone as a sales and marketing tool**

**Disadvantages of using the telephone as a marketing tool**

**How do you feel about the telephone?**

**What do people want from us on the telephone?**

- Selling
- Customer Service

**What customers want when we contact them?**

**Answering the Phone**

- The First 30 Seconds

**Telephone Service Standards**

**Telephone Impressions**

- Factors Affecting Telephone Performance
- Behaviour
- Knowledge and Skills Environment
- Clarity

**Creating the Right Impression**

**Testing your Telephone Etiquette**

**Words to Avoid with Customers**

**Words to Use with Customers**

**Planning to be Successful**

**Effective Communication over the telephone**

- Overcoming barriers to listening
- Active Listening Skills
- Effective Questioning Skills
- Constructing questions in a sales context

- Language and Meaning
- Phonetic Alphabet
- Jargon and Meanings

#### **Understanding Buyer Behaviour**

- Interacting with Customers on the Right Level

#### **Telephone Etiquette**

- Creating the right impression
- Do's and Don'ts
- Establishing Telephone Power

#### **Inbound Call Structure**

- Developing a personalised script for dealing with incoming calls
- Practicing and perfecting your response
- Establishing a seamless process for handing off a call to a colleague
- Identifying cross sales opportunities

#### **The Outbound Sales Call**

- Planning the Call
- The AIDA Model
  - Attention
  - Interest
  - Desire
  - Action

#### **Opening the Call Effectively**

- The first 9 seconds
- Getting Past the Gatekeeper
- Dealing with brush offs
- First Impressions Last
- Opening Statements

#### **The Sales Process**

- Opening the Call
- Building Rapport
- Identifying Needs
- Presenting your Service or Product
- Handling Objections
- Closing the sale

#### **Why people Buy**

- Rational Needs
- Emotional Needs

#### **Interacting with people on the right level**

##### **Buying Signals**

- Identifying Buying Signals
- Selling Additional Products and Services

##### **When Things go Wrong**

- How do you feel
- Turning Problems into Opportunities
- How to Handle Complaints
- Complaints are Good Opportunities

##### **Assertiveness in Telesales**

##### **After sales Service**

##### **Staying Positive**

