

## Introduction

Selling over the phone is a specialized skill, whether you're scheduling appointments or selling products directly. It differs from in-person selling, requiring a tailored approach. This **Telesales Skills Training Course** will teach you the sales techniques and strategies best suited for lead generation and closing sales over the telephone.

Participants will engage with customers over the phone, helping you attract new clients and uncover additional sales opportunities. The course focuses on essential telesales skills, especially how to make a strong first impression by using effective phrases and customizing the call's opening to match the customer's profile.

## How to Improve Telesales Skills and Techniques

In this course, participants will learn how to turn scripted conversations into dynamic, engaging interactions that respond to customer cues. This approach emphasizes the skills needed in telesales, such as handling objections, offering solutions, and converting initial interest into a closed sale.

## Targeted Groups

- Telesales Staff
- Telemarketing Staff
- Incoming Call Handlers
- Outbound Sales Staff
- Business Development Managers
- Salespeople seeking a refresher and to refocus their skills
- New Salespeople

## Course Objectives

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

- Master the key skills and strategies for successful telephone sales.
- Understand and apply an effective outbound sales calling model.
- Structure a sales call with a clear and easy-to-follow framework.
- Engage potential customers in meaningful conversations instead of just reading from a script.
- Use effective questioning techniques to understand customer needs.
- Present products or services in a way that resonates with the customer.
- Use closing techniques to secure a "YES" and close the sale.
- Overcome resistance and objections, turning challenges into opportunities.
- Build rapport effortlessly with prospects.

## Targeted Competencies

By the end of the course, participants will develop the following competencies:

- Negotiation skills
- Verbal communication
- Listening skills
- Sales skills
- Customer care
- Conflict management
- Problem-solving

## Course Content

### Unit 1: Opening the Call and Engaging the Customer

- Introducing yourself and your business to the customer
- Establishing rapport quickly
- Making the conversation feel natural and less like a traditional sales call

### Unit 2: Sound More Human and Less Like a Robot

- Using tone, voice, and word choice to spark interest
- Turning your approach into a more conversational style rather than direct selling

### Unit 3: Using the Right Language

- Knowing what to say and what to avoid when talking to customers
- Using positive language that captures interest and makes the customer feel valued

### Unit 4: Establishing the Customer's Needs and Interests

- Using rapport-building and questioning techniques to learn more about the customer
- Identifying connections between the customer's needs and the products/services you offer

### Unit 5: Presenting Products and Services

- Aligning the information gathered to present relevant products or services
- Presenting the products in a way that will capture the customer's interest
- Handling resistance and overcoming objections without being overly assertive, ensuring a successful

sale

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