

# TELEPHONE SALES SKILLS

## Introduction

**This programme is ideal for all who sell or make appointments by phone. The phone training delivery method means delegates learn through the medium in which they work. Results can be seen after the first training session.**

**Who will benefit:** All who sell or make appointments by phone (telesales and telemarketing)

**Duration:** A series of two-hour sessions

**No. of delegates:** Up to 10 delegates

## Optional value-add services

- Training Needs Analysis prior to design and delivery to establish exact requirements for maximum programme value
- Phone coaching for each delegate between sessions encourages the delegates to practise skills and discuss problem areas

***"I joined in some of the sessions myself and found them lively, stimulating and effective"***

David Baddeley, Training & Development Manager, Volvo UK

## Programme content

- Using call structures to help you succeed
- Opening and introduction – earn the right to speak
- Getting past gatekeepers
- Using scenarios to secure interest
- Questioning and listening
- Presenting the offer
- Handling questions
- Building a relationship
- Closing the call

## Benefits

Delegates will have:

- increased closing rates
- improved skills relevant to their calls
- reduced stress
- improved confidence



DELIVERY

01491 411 544  
info@3ctraining.co.uk



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Learning & Development Consultancy  
www.3ctraining.co.uk