



Telemarketing Training

Almost everyone involved in sales nowadays engages in phone-based selling to some extent. It might be a time for you to assess how you utilize the telephone and where it fits into your sales and marketing strategy. Understanding the techniques employed by call centers can empower you and your team to achieve sales results.

In this training session we will explore how the telephone can complement, enhance and sometimes even replace marketing and selling methods while embracing an approach that can significantly boost your sales success. We will also delve into refining communication skills, persuasive abilities and techniques, for adding a touch to each sales call.

Course Overview

We will begin with a discussion about what will be covered during the course. Participants will have an opportunity to identify their learning objectives.

Some specific goals of this training session include;

- Building trust and earning respect from clients and colleagues.
- Improving success, with calling by refining your sales strategy.
- Identifying ways to create an impression.
- Discovering negotiation approaches that will make you a more influential seller.
- Developing scripts that maximize efficiency when using the telephone.
- Learn techniques to engage customers handle objections and close sales by using communication strategies.

Verbal Communication

In this session we will explore the elements of a sales voice and how participants can sound their best while on the phone. We will also discuss the importance of creating a service image when customers call their company.

To Serve and Delight

Participants will delve into the power of language, in sales. Discover how choosing positive words can make them better salespeople. We will explore ideas for selling over the telephone including maintaining a mindset building rapport with customers and remembering their names.

Building Trust

This segment focuses on strategies for establishing trust and earning respect in sales interactions.

It's More than a Phase

Understanding the stages of negotiation is crucial, for any sales professional. In this session we will examine each stage of negotiation. Introduce participants to types of negotiations they may encounter.

Communication Essentials

During this session participants will sharpen their listening skills. Learn effective questioning techniques to enhance their communication abilities.

Developing Your Sales Script

Now that participants have acquired the tools, they will proceed to create a customized script, for any sales call.

Planning Before the Call

While we don't advocate for using a recorded telephone script, we do believe in thorough call planning. This session will focus on the steps involved in preparing for a call.

Dealing with Voicemail and Call Backs

Next participants will discuss strategies for maximizing their interactions, with voicemail systems.

Effective Follow Up

In this session participants will learn how to monitor their calls and implement strategies to avoid missed opportunities through follow up techniques.

Successfully Closing the Sale

During this session participants will be equipped with methods to confidently request and close sales deals.

Wrapping Up the Course

At the conclusion of the days sessions participants will have an opportunity to ask questions and complete an action plan.

Visit <https://paramountraining.com.au> for more information or call 1300 810 725