

SPT

Specialist services to scientific, technical and medical industries

Training



Telesales Skills

Telesales will enhance the skills of those already working in a Sales Office and help them relate to the customer more productively. The course also takes participants through a learning process designed to build confidence and enable them to move painlessly into active telesales.

The course outline is as follows:

The Sales Opportunity

- Converting incoming calls to sales calls
- Customers who know the products
- Customers who don't know the products
- Making outgoing calls

Understanding product

- Product analysis
- What's important to the customer

Uncovering needs

- Questioning skills
- Questioning skills

Matching product to customer

- Presenting your product

Closing the sale

- Asking for the order
- Proposing the next step

The course focuses on telesales in an environment where repeat sales are very important and developing good customer relations is crucial. Confidence is boosted with practice and support from the group.