

Telemarketing

Using the Phone as a Sales Tool



Virtually everybody sells over the phone at least part of the time. Perhaps it is time for you to evaluate how you use the telephone and where it fits into your sales and marketing mix.

This **one day workshop** will show you how the telephone can supplement, enhance, and sometimes replace other means of marketing and selling, and how this personal approach can dramatically increase your sales success.

This workshop will also talk about how to hone your communication skills, your ability to persuade, and your ability to personalise each sales call.

How You Will Benefit

At the end of the workshop you will be able to:

- Ways to build trust and respect
- How to warm up your sales approach to reduce your fear of cold calling
- Ways to make a positive first impression
- Strategies that help you speak to the decision-maker
- Create a script to maximise your efficiency on the phone
- Learn what to say to create interest, handle objections, and close the sale

What You Will Cover

- Change your skills, change your income
- Separating your company from the competition
- Building trust and respect
- The Johari window
- Good communication skills
- Developing your script
- Pre-call planning
- Phone tag and call backs
- Following up
- Closing the sale

What's Included?

- Instruction by an expert facilitator
- Small interactive classes
- Specialised manual and course materials

YES! Enrol me now!

REGISTRATION FORM

Using the Phone as a Sales Tool

Participant's name:	_____	Position:	_____
Organisation:	_____		
Work Address:	_____		
Phone:	_____	Email:	_____
Credit card type: MasterCard / Visa Only			
Name on card:	_____	Amount:	_____
Credit Card Number	_____	Expiry Date	_____
Signature	_____		

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