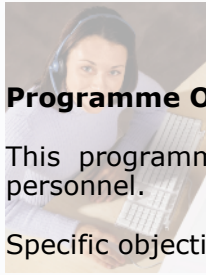


"Master-Classes" in Sales and Marketing Skills**Effective Telesales Techniques**

A One- Day Programme

**Programme Objectives**

This programme will improve existing sales and the productivity of telesales personnel.

Specific objectives for the programme are to:

- Make sales calls with increased confidence and professionalism.
- Use appropriate techniques to win more business.
- Communicate more effectively with a range of existing and potential customers.
- Exercise the key skills required to achieve positive outcomes with customers.

Who is this Programme for?

This Programme is designed for those responsible for making Tele-sales calls.

Programme Contents

- . Making a Positive first impression
- . Opening the Call
- . Getting past the 'Gatekeeper'
- . Benefits sell - F.A.B.
- . Overcoming Objections
- . Closing the Sale
- . Effective Communication – Do's and Don'ts
- . Using your Vocal skills
- . Effective Listening techniques
- . Questioning skills
- . Note taking
- . Activities/case studies
- . Personal Action Planning

