

Workshop title: Practical Telephone Sales

- Aim:** To help staff and management make the most of the telephone and emails to initiate and progress sales and tender opportunities
- Designed for:** All staff and managers who handle incoming or outgoing sales calls
- Objectives:** By the end of the workshop, participants will
- appreciate how sales are achieved on the telephone and email
 - understand the need to set relevant sales objectives and strategies
 - create a good impression at the beginning of the call
 - identify buyer needs and requirements
 - know how to handle different responses from customers
 - close the call with a commitment to the next step
- Method:** This workshop will be participative, using practical examples and exercises to help everyone relate the learning to themselves and may be reinforced by on-the-job coaching
- Content:**
- Sales objectives on the telephone or emails**
- * Selling and buying on the telephone
 - * Set specific, measurable and realistic objectives
 - * Plan a strategy to achieve your objectives
- Buyer needs and requirements**
- * How to gain attention and achieve the best response
 - * Ask questions to uncover buyer needs
 - * The difference between needs and requirements
 - * How to identify the cost of buyer needs
- Matching needs and solutions**
- * Features and benefits
 - * Show the solution meets the need
 - * Benefits reminders in emails or repeat telephone calls
- Customer responses and commitment**
- * How to recognise different reactions and their responses
 - * How to handle each situation in order to get the sale
 - * The purpose and different ways of closing
 - * Different ways of closing