



Telephone Selling Masterclass

1-Day Workshop

Background



MTD, the sales training specialists, has been working with a **wide variety of clients** (both large and small) in the UK and internationally since 2001.

Since that time we have delivered training in over **23 different countries** to over **2,000 different organisations** and have helped over **50,000 staff**.

Our head offices are based in the Midlands where we have our very own training centre, including a multi-media suite that enables us to provide a full range of blended learning solutions including video, podcasts, e-learning and online support solutions.

We specialise in providing:

- In-house, **tailor made** sales training courses (1-5 days duration)
- **Open courses** (Delivered throughout the UK at various locations)
- Ongoing sales development **programmes** (From 5 days to 2 years)
- **Blended** learning solutions (online and offline)
- Sales **coaching** (With Sales Directors or Sales Executives)

Our team of highly skilled and experienced trainers and consultants have all had distinguished careers in senior sales roles and bring with them a wealth of practical experience to each course. At MTD Training we will design and deliver a solution that suits your specific needs addressing the issues and requirements from your training brief that best fits your culture, learning style and ways of working.

Our Key Unique Selling Point

*“Bespoke, practical and quality training delivered by a trainer experienced in your industry is a “given”. Where we really make a difference is how we **help your sales peoples to embed and implement the learning** after the course. We offer industry leading post course support to make this happen so you get a real, tangible return on your investment”*



Head Office:

MTD Sales Training, 5 Orchard Court, Binley Business Park, Coventry, Warwickshire, CV3 2TQ

Website:

www.mtdsalestraining.com

Email:

enquiries@mtdsalestraining.com

Telephone:

0800 849 6732

MTD Have Worked With...

Credibility and trust are two important factors when selecting an external training partner as you will want to know that you are in safe hands. From multi-nationals through to the small business, no matter what your industry, size or complexity is, we have delivered training to over **2,000 different organisations** that include:



The Telephone Selling Masterclass

A 1-day workshop where you will learn how to...

Learn The Right Approach, Techniques And Strategies To **GENERATE** More New Business, Set Up Those **APPOINTMENTS** And **CLOSE** More Sales Over The Telephone

Overview

If you need to generate more leads, set up more appointments or make more sales over the telephone, then this is a 1-day must attend workshop. You will cover all of the essential telephone selling skills that you need to feel comfortable in making and dealing with those cold calls.

Selling over the telephone is a specialist activity whether you are selling the appointment or a product direct and is different to face to face encounters so it is vital that you can learn the techniques and strategies that are best suited for lead generation and selling over the telephone.

Who Will Benefit From The Course?

- Telesales staff
- Telemarketing staff
- Incoming call handlers
- Outbound sales staff
- Business development managers
- Sales people who have had no formal training on the subject before
- Sales people who need a refresher and need to get "back to basics" and to refocus their efforts
- New sales people
- Client relationship managers
- Account managers
- Business development managers
- Commercial managers

What Will You Gain From the Course?

- Learn what a great job looks like
- Learn the most effective outbound telephone sales calling model
- Learn how to identify the specific needs of your client and how to match these with your offer
- Learn high impact opening statements
- Learn phrases and one-liners to progress the sale
- Learn how to avoid those dreaded silences if things are not going your way
- Learn how to respond to objections and excuses
- Learn how to ask for the appointment or the sale
- Enhance your questioning and listening skills
- Learn closing techniques of how to get to that "YES" and close the sale
- How to get your point across without the waffle
- Learn how to build effortless rapport with your prospects

Topics That You Will Cover Throughout The Day

Introduction & Objectives

What Does A Great Job Look Like?

Build up an overall picture of what you currently do and what you should be doing. What do the best sales people do to set up appointments over the phone or close sales? What are you striving towards?

Understanding The Telephone Sales Process

Learn the different stages of the telephone sales cycle. How is an appointment or sale actually made? What will influence a decision? How decisions are processed by your prospect while they are on the phone.

Openings With Impact

How to open your calls for maximum impact. How to control the call. How to plan and prepare for your calls - defining what you want out of the call. How to take your conversation to the next stage.

Getting Past The Gatekeeper And Through To The Decision Maker

Learn how to identify a gatekeeper screen. Learn how to get through the two types of gatekeeper screen and through to the decision maker.

How To Formulate A Winning Outbound Script That Works

Understand how to put together your very own outbound script. The introduction and hook. Building rapport. Making effective benefit statements. Asking the right questions & listening

Learning How To Understand Your Prospects Needs

Learn how to step into the prospect's shoes and see the situation from their position. Learn how to adapt your approach based upon what they want. Learn how to position yourself, your company and your product in light of what they want and how they want it.

Telephone Responses and Statements/Phrases To Use

Actual words, sentences, terminology and phrases to use - we'll give them to you! What to do if your mind goes blank. Responding to objections & excuses

How to respond to:

- "I haven't got the time"
- "Call back later"
- "We are using someone else"
- "We don't have the budget"
- "I'm not interested"
- "Just send me some information"

How To Get To The Close and Ask For The Appointment or Business

So many people feel uncomfortable asking for the appointment/business but this need not be the case. During this session you will cover some strategies on how to identify buying signals, know when the time is right to close the appointment or sale.

Keeping Up And Motivated

Some tips and approaches for remaining confident in your own ability. How to keep upbeat when the going gets tough.

Close & Actions

Client Comments From Previous Open Courses:

"Prior to attending the telephone sales training masterclass my sales had been a sore topic, it just wasn't happening basically. With average monthly sales of £3,000 prior to the course it was a much needed! Since then, I nervously changed what I was saying on the telephone and monitored how my calls were going. I am now sitting on a total of £13,725 currently (April sales) with more due to come in before the end of the month, March was a decent month also with around £7,000 worth of sales. Things since the course have definitely picked up, my confidence speaking with people on the phone, my ability to adapt what I am saying to people, the ability to deal with objections better, its all been great since the course. Just thought I'd send an email to let you know how I have been getting on and to thank you for the course, it was just fantastic"

Sam Skelly – Telesales Assistant – NBS

"The sales course was dynamic and very beneficial. I was struggling to make sales before but now I feel really confident that when I get back to the office I'll be able to improve upon my figures"

Grace Mupfurutsa - Sales Liaison Manager - Churchill London

"I found the course very useful and plenty of good information to take away and use in the future. I really enjoyed the day and I have gained a lot of confidence from Mike's techniques. Really well presented"

Paula Murray – Sales Engineer – Calgon Carbon

"10 out of 10. The application of the techniques will improve every aspect of my sales cycle as a whole. All I can say is that at not one point of the course did I want to be anywhere else, it was engaging and fun. My idea of how education should be!"

Jamie Gow - Sales Account Manager - NJW Ltd

"Mark kept the subject matter fresh and made it relevant to all participants. I specifically liked the section on questioning techniques and understanding the needs of my clients and then presenting my product and services in light of this"

Georgia Hellend - CRM Manager - HCML Ltd

"The course formalised selling into a process which I could easily understand and pathed the way for long term sales success. Mark was enthusiastic (not overly so) and inspirational"

Paul Callaghan - Sales Engineer - Ably Shelters

"Mark was very good. The course was well presented and very relevant to my role as sales director"

Paul Getland - Sales Director - NJW Ltd

"Thanks for the course, it was great. Rest assured, I wouldn't have any problems recommending the course to my fellow colleagues. I found it extremely useful and thought provoking and thought the course leader was a great facilitator and tutor"

Garry Cochrane - Account Manager - Fine Ltd

"There were no switch off spells as the course was excellent. The presentation style was both friendly and humorous. I now have a method of structuring my management style and have a great understanding that different people need to be motivated in different ways"

Bakhtiar Hanan - Head Of Buying - Videogames - Toys R Us

"This course will give me the competence to succeed and was exactly what I needed. I now understand my buyers a lot better and I have improved my questioning skills so much. Mark was excellent with a thorough knowledge of the subject - it was great fun with a nice bunch of people too"

Parminder Singh - Industrial Sales Co-ordinator - Rotherham College

Locations

Crowne Plaza Heathrow

Stockley Road, UB7 9NA
2 minutes off Junction 15 of the M25

Crowne Plaza Manchester Airport

Ringway Rd, Manchester Airport, Manchester, M90 3NS
5 minutes off Junction 5 of the M56

MTD Training Centre,

5 Orchard Court
Binley Business Centre, Harry Weston Road,
Coventry, CV3 2TQ
5 minutes off Junction 2 of the M6

Your Course Leaders



Mark Williams



Mike Clarkson

Feedback From The Last 72 Sales Professionals

Area	Average
Trainer's Knowledge Of The Subject	9.63 out of 10
Trainer's Presentation Skills	9.46 out of 10
Trainer's Helpfulness	9.63 out of 10
Variety Used In Delivery	9.24 out of 10

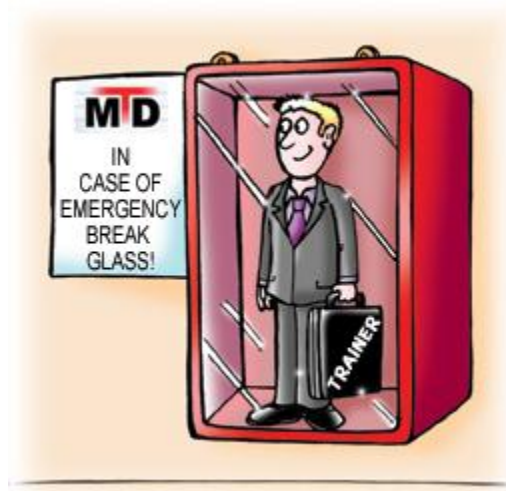
Registration Fee

£295 + vat

Included Within The Registration Fee:

- Course Manual
- All Refreshments
- Lunch
- Course Materials
- Course Certificate
- Unlimited email support from your trainer after the course

Ongoing Email Support



After the training, your sales people can email their trainer at anytime for help or guidance. They might be implementing some techniques that they have covered on one of the workshops and want some tips on how to implement it for their specific situation.

Whatever the reason, your trainer is available for your staff whenever you need us.

Learning is just the start of the process! We will be with you every step of the way while your staff implement what they have learned.

Require Accommodation?

MTD have negotiated special discounted rates with local hotels if you need somewhere to stay.

Please contact us and we will make sure that you receive preferential rates.

Next Steps & Booking Information

Questions/Queries

Call us - 0800 849 6732

Email us - enquiries@mtdsalestraining.com

Booking

If you would like to book a place on this course you can call us on **0800 849 6732**, complete our online booking form or download our Booking Form (Word Format) and email it back to us. Details of locations, dates and availability for each course are at <http://www.mtdsalestraining.com/opencourses.htm>

You will find the booking forms on the respective pages.

Once You Have Booked

We will then send you a confirmation letter, invoice and joining instructions. You can pay through invoice or credit card. Invoice terms are 30 days after invoice date.