



The Telephone Selling Masterclass Workshop

1-Day Workshop



MTD Sales Training
www.mtdsalestraining.com



About Us



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

We specialise in providing:

- In-house, tailor made sales training courses (1-5 days duration)
- Open sales courses (Delivered throughout the UK at various locations)
- Sales development programmes (From 5 days to 2 years)
- Sales coaching & consulting (Face to face or over the telephone)

We provide a wide range of sales training courses and programmes that will enable your new and experienced sales people to maximise their potential by gaining or refining their skills, behaviours and knowledge.

Our team of highly skilled and experienced trainers and consultants have all had distinguished sales careers 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 programmes are delivered when and where you need them! We believe that training should be fun, highly interactive and provide "real world" practical techniques and methods that you can use back in the office – and that's exactly what we provide.



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MTD Have Worked With...

Credibility and trust are two important factors when selecting an external sales 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 for over 900 enterprises and 20,000+ staff that include:

- 118 118 Directory Enquiries
- AAH Pharmaceuticals
- ABN Amro Bank
- ACS International Schools
- Advanced Access Ltd
- Advantech AMT Ltd
- Aggreko UK Ltd
- Alblemarle Of London
- Allianz Cornhill
- Allport Ltd
- Amara Spa Ltd
- Apex Hotels Ltd
- Arab Bank plc
- Argos Business Solutions
- AR Group
- ASG Essex Ltd
- Aspire Business Solutions
- Avon & Somerset Police
- Balfour
- Bank Of Scotland Merchant Services
- Barclays plc
- Benfield Group Ltd
- Bennett & Co
- Berg Toys
- Blue Banana
- BMW
- Birds Eye Walls
- Bradford and Bingley
- Brinks Security
- British Board Of Film Classification
- British Gas
- British Telecom
- Business Link South Yorkshire
- Cambridge City Council
- Camrex Chugoku Ltd
- Capital One Bank
- Capita TVL
- CGL Rail
- Charterhouse Group International
- Circus Star
- CISCO Systems
- Claire's Accessories
- Close Invoice Finance
- Coca Cola
- Comet
- Comtel Communications AS
- Creativevents
- Cybex International
- Dade Behring Ltd
- DAL Group
- Danone Foods
- Datacraft Design Ltd
- Dechra Pharmaceuticals
- Demco Communications Ltd
- Department of Work and Pensions
- Derbyshire Police
- DidBOX Ltd
- Dimar Ltd
- District Council – Malvern Hills
- District Council – Epping Forest
- Dolphin Dynamics Ltd
- Domestic & General
- Dynalite Europe Ltd
- EARS Plc
- Emmetts
- EMS Ltd
- Equalities Associates Ltd
- F Hoffmann La Roche
- Faber Maunsell
- Faccenda
- Fastlink
- FHP Ltd
- First Group
- First Software Solutions Ltd
- Ford Motor Company
- Formjet PLC
- Fusion Workshop Ltd
- Friends Provident International
- Friends Reunited
- Gap HR Services
- Garage Conversion Company
- G Costa
- Geest
- Geller Business Machines
- Genesys
- Gilbert and Mellish
- Godiva Bearings
- Gold Hill Housing Association
- Guardian Homecare Services (Leeds) Ltd
- Halfords
- Heath Lambert Insurance
- Hereward Financial Services Ltd
- Hilti (GB) Ltd
- Honda UK
- HoundDog Technology Ltd
- Hygrade
- Ideal Standard Ltd
- IDEX Corporation
- Interhealth Care Services
- Interfleet Technology Ltd
- Intervet UK Ltd
- ISG Interior Exterior
- ISP Corporation
- Ironport
- ITW Alpine
- Jag Communications
- Jaguar UK
- John Lewis Group
- Johnson and Johnson
- JP Morgan Chase
- Kawasaki Motors UK
- KEM Edwards Ltd
- Kodak Ltd
- Kyowa Hakko
- Leisureforce
- Levitronix LLC
- Lookers PLC
- Lloyds TSB
- Lorien plc
- Mainline Communications
- Maritz
- Marks & Spencer
- Medical Access Ltd
- Merck Serono (Switzerland)
- MM UK Ltd
- MOD – Joint Services And Command College
- Monarch Airlines
- Moy Park
- National Probation Service
- NEC Europe
- Nestle
- NHS Counter Fraud & Security Management Service
- NTP Meridian
- NTP Transmit
- One Stop Data Ltd
- Opportunity Housing Trust
- Panasonic
- PD Hook
- Peugeot
- Pfizer
- PFP Group
- Rhino Asphalt Solutions Ltd
- RMS Ltd
- Royal College of GP's
- Phillips plc
- Pilkingtons
- Porcelanosa
- Portman Building Society
- Quintessentially
- Remtec Search & Selection Ltd
- Renault Motor Company
- Rock Insurance
- Roland
- Scooter World Ltd
- Signet Armorlite
- Solardome Industries Ltd
- Starbucks
- Stellent Ltd
- Symingtons Ltd
- Symrise
- Telesoft Technologies
- Tempus Software Ltd
- Terex Halco
- The Coach Holiday
- The Holiday Place
- ThyssenKrupp Services
- Tiles & Baths Direct Ltd
- Toys R Us
- Trainline
- Transport Innovation
- Traplet Publications Ltd
- Tribal Group
- Tropicana
- Twinings Tea
- Unilever
- VCM Events
- Venture Finance PLC
- Waitrose
- Xilinx



"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

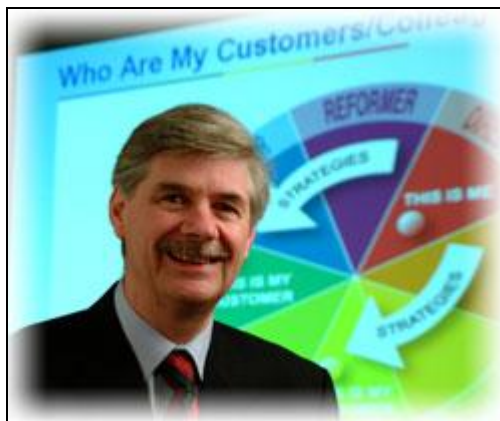
Some tips and approaches for remaining confident in your own ability. How to keep upbeat when the going gets tough.

Close & Actions

Your Workshop Leaders



Mark Williams



Mike Clarkson

Feedback on the trainer from the last course: 10 delegates (max score 100)

Area	Score	Average
Knowledge Of The Subjects	94	9.40
Presentation Skills	92	9.20
Helpfulness Of The Trainer	98	9.80
Variety Used In Delivery	95	9.50

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

"This course was very useful and enjoyable. I got some great ideas from it which I will easily be able to into practice. I loved the idea of letting the client buy from me rather than actually selling to them"

Max Raja - International Media Executive - Air Transport Publications

"Mark made the course very interesting the whole way through and he kept our energy levels high all day. The course was practical, well structured with lots of great techniques and frameworks to use"

Paul Jackson - Management and Sales Advisor - IPF

"It was great to understand why people actually buy from you. I will now conduct better customer analysis before my face to face sales meetings. Overall the course was excellent and I would highly recommend it.

Barry Crossman - Sales and Product Specialist - Dot Medical

"All of the course was excellent and illuminating. Possibly the most immediately applicable benefit for me was to think of my products in terms of emotional benefits to my customers. Mark was extremely competent and supportive"

Max Davies - Marketing Manager - Electromorph

"Mark was very confident and has motivated me to put the techniques into practice. The interaction of the group was great and the whole course allowed me to really understand the whole sales process"

Andy Tierling - Customer Account Manager - Documation Software

"The course was very beneficial to me and has given me the confidence to succeed with my selling. Mark was very welcoming and had a great knowledge of the subject. The training was very practical and I enjoyed all of it. The difficulty before was in closing deals which now seems very simple"
Anthony Hogdson - Business Manager - PM Group

"The trainer was perfect in his approach. He was patient, personable and his knowledge was second to none. I am now firing on all four cylinders and I'm really looking forward to "getting out there" and taking the company I work for to new heights"
Gavin Yarnold - Sales and Marketing Executive - Artwork Creative Ltd

"I definitely found the course beneficial. It has given me a new found clarity in what my goals are and what I want to achieve in my sales career. Excellent application of course content and met my personal sales needs. The section on how to work questions to suit my clients will really help me act accordingly in sales meetings. I will not be able to meet my customers requirements more efficiently and increase client base and sales turnover"
Ashley Quarterman - National Sales Executive - RHL

"The course will be of great benefit and use to me. I learned a lot from it. The facilitation was very good. 10 out of 10 all round!"
Laura Peacock - Sales Advisor - Ask Alix



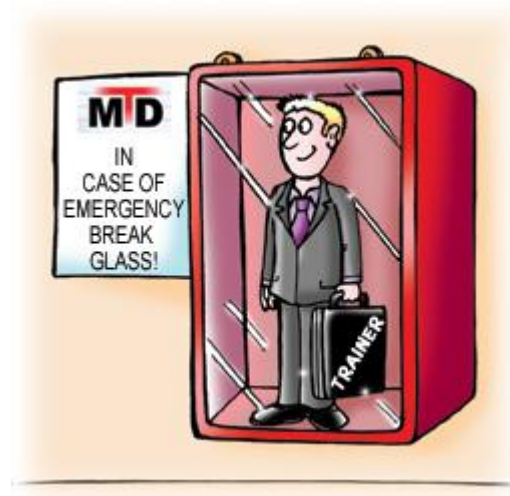
Embedding The Learning & Ongoing Support For Your Sales Team

MTD are not a company that just takes your money and runs!

We understand that your team need ongoing support while they implement what they have covered.

To that end we offer *three unique tools* to help your sales team improve their performance back in the workplace.

TOOL # 1 – Ongoing Email & Telephone Support



Your sales team can email or call their course leader as many times as they like for help or guidance for up to 6 months after the programme as a whole.

We will be there to handle any questions of queries that they may have whilst they implement what they have learned. After all, we appreciate that the learning event is just the start of the process!

Email Support

Each delegate will receive a unique email address to write to if they want some tips and help train@mtdsalestraining.com

TOOL # 2 – Weekly Sales Improvement Email Tips

All of your sales team will also receive ongoing weekly sales tips through email.

These cover topics such as:

- The sales process
- Questioning skills
- Listening skills
- How to build rapport
- Overcoming objections
- Negotiation skills
- Dealing with different buyers
- Flexing your approach

TOOL # 3 – 20 Sales Audios

We will also give you access to 20 audio sales seminars that you can listen to at your desktop through the internet.

Each audio seminar has a short and snappy sales technique that will get you thinking about what you are doing and how you are doing it. Each seminar lasts for around 5 minutes and has a document to download as well.

Course Fee:

£295 + vat

Included Within The Registration Fee:

- Course Manual
- Course Materials
- Course Certificate
- 3 Course Buffet Lunch
- 3 Servings Of Tea and Coffee (one with biscuits, one with cookies and one with pastries)
- Unlimited email and telephone support from your trainer after the course

Require Accommodation?

MTD have negotiated special discounted rates with the Plaza if you would like to stop there.

Upon booking we will send out all of the joining instructions to you and contained within this will be a special password to enable you to take advantage of a 15-20% discount.

Next Steps & Booking Information

Questions/Queries

Call us - 0800 849 6732

Email us - train@mtdsalestraining.com

Booking

If you would like to book a place on this course please either complete our online booking form at the bottom of <http://www.mtdsalestraining.com/telesales-training.htm> or download our Booking Form (Word Format) on the same page and email it back to us.

We will then send you a confirmation letter, invoice and joining instructions.

You can pay through invoice or credit card. Payment terms are 30 days from invoice date.

Locations & Dates

Please refer to our website for upcoming dates, locations and current availability.