



Telephone Selling Skills

Joining Instructions
DoubleTree By Hilton , Coventry

MTD Training, 5 Orchard Court, Binley Business Park, Coventry, CV3 2TQ
Web: www.mtdsalestraining.com Phone: 0333 320 2883 Email: info@mtdsalestraining.com



Learn The Right Approach, Techniques & Strategies To **GENERATE** More New Business & **CLOSE** More Sales Over The Telephone

Course Overview

This **1-Day Telesales Training Course** is designed to help you generate more leads, set up more appointments, and make more sales over the telephone.

You will learn the **essential telephone selling skills** needed to feel comfortable with cold calls and develop the techniques and strategies for lead generation and selling over the telephone.

The course is **formally endorsed by the Institute of Sales Management (ISM)** and is CPD Certified.

After attending, you will receive the "Telephone Sales Professional" **certificate from the ISM** and a **CPD Certificate** at no extra cost.

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 refocus their time and effort
- New sales people
- Client relationship managers
- Account managers
- Business development managers
- Commercial managers

With The Help Of This Course Delegates Will Be Able To:

- 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 what you are selling/offering
- 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



Introduction & Objectives

Understanding The Telephone Sales Process

- Learn the different stages of the telephone sales cycle and how to set appointments or make sales over the phone.
- Understand what influences a decision and how prospects process decisions while on the phone.

Openings With Impact

- Discover how to open your calls for maximum impact and control the call.
- Learn how to get through the gatekeeper and to the decision maker.
- Learn how to plan and prepare for your calls and take your conversation to the next stage.

Understanding Your Prospect's Needs

- Learn how to step into your client's shoes and see the situation from their position.
- Adapt your approach based on what your client wants and position yourself, your company, and your product accordingly.

Telephone Responses & Statements/Phrases To Use

- Discover actual words, sentences, terminology, and phrases to use during your calls.
- Learn how to respond to common objections such as "I haven't got the time" and "We don't have the budget."

Getting To The Close & Asking For The Business

- Learn strategies for identifying buying signals, knowing when the right time is to close, and how to close more prospects.
- Develop a range of cold calling tips and examples to improve your results.

Close & Actions

- Summarise what you've learned and plan your actions for applying your new skills and strategies to your telesales approach.

Housekeeping and Accommodation



Start & Finish Times:

9:30am start
4:30-5:00pm finish.

Lunch & Refreshments:

Included in course fee

Parking:

Is 'free' for MTD delegates

Dress Code:

Whatever you feel comfortable in

Accommodation:

Should you require accommodation during your course, the friendly team at our hotel booking partner, tobook Ltd, will more than happy to assist you with securing a bedroom and at our preferential rates. Further information on how to arrange your accommodation is below:



Welcome to tobook

On behalf of MTD Sales Training, tobook has secured preferential rates at hotels to offer you a good night's sleep, leaving you refreshed and ready for your training course.

To book your accommodation:

Login to the online booking tool, which is available 24 hours a day, 7 days a week, to request your accommodation using the details below:

Go to www.tobook.co.uk and click on the 'Sign In' link on the top toolbar User

Name: **MTDTRAINING** Password: **0379MTDTRA**

Please enter exactly as shown above

If you require any assistance **Email:** tobook@tobook.co.uk or **Call:** 01676 522868



About The DoubleTree By Hilton - Coventry



The location of your training event is a very important factor for us as we want to provide you with only the very best facilities for your course so that you can arrive easily and hassle free and enjoy a great learning environment. The venue is located in the heart of the UK, just off the M6, The DoubleTree by Hilton is newly refurbished and hosts a modern dedicated training and conference facilities.

We have always received excellent feedback from all of our delegates about the venue.

The hotel is less than a 5 minute drive from the M6, Junction 2 and only 15 minutes in a taxi from Coventry Train Station. Birmingham Airport is just 20 miles away. Car parking is free as well!



DoubleTree by Hilton Coventry

Paradise Way,
Walsgave Triangle,
Coventry,
CV2 2ST
Tel: 02476 603 000

