



# Telephone Selling Skills

Joining Instructions  
Village Hotel, Manchester

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# 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.



**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 to**book**

On behalf of MTD Training, to**book** has secured preferential accommodation rates at great hotels to offer you a sound night's sleep, leaving you refreshed and ready for your training course.

### How to book your accommodation

You can log in 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](http://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, please email [tobook@tobook.co.uk](mailto:tobook@tobook.co.uk) or call **01676 522868**

## About Village Hotel – Manchester



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. Perfectly located just over four miles from Manchester Airport – Village Hotel Manchester is the ideal location for your training with us at MTD.

You'll find our Cheadle Hotel just south of Manchester city centre, near Didsbury. Manchester city centre is around 20 minutes away.

Perfectly located next to the county of Cheshire, making it the perfect base to explore the charming county's stately homes and stunning gardens. At Village Manchester Cheadle, there's everything you need under one roof, including a Pub & Grill, Gym and a Starbucks all in one location.

In the hotel itself there's plenty of room to work and meet, with a range of hi-tech conference rooms as well as informal spaces to network or catch up on emails. Dedicated conference and business staff are on hand to make sure you have everything you need. For training, conferences and meeting facilities in the Cheadle area, Village Hotel has it covered.

The meeting rooms at Village Hotel Manchester have all been purpose built to the highest of specifications, with flexible functionality including theatre style, classroom, cabaret, boardroom and banqueting style, catering for up to 200 people, plus included for all our delegates is free highspeed Wi-Fi and complimentary on-site parking.

## About Village Hotel – Manchester



### Arriving By Rail

Less than 2 miles from Gatley, under 2.5 miles from Heald Green and 5 Miles (a 10 to 15 minute drive) from Stockport and Wilmslow.

### Arriving By Car

Village Manchester, Cheadle can be reached by vehicle via the M60, the M56, and the M6 northbound.

### Arriving By Air

Village Manchester, Cheadle is just 4.5 miles (12 minutes' drive) from Manchester International Airport.

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