

Gaining more business by telephone – Effective Telesales

More and more companies are increasing their use of the telephone as the quickest and most convenient way of establishing customer contacts. Too many companies treat telephone sales people as mechanical "order takers" and unknowingly consign an enormous volume of potential sales to the dustbin. It is essential that telesales staff represent their organisation in a professional and friendly way, using clear and effective communication to ensure that customer value is maximised and potential business is not lost. If your staff are not trained properly on telephone sales, how much business are they losing your company?

Benefits

- Understand how to communicate with your prospects so they remain alert and interested.
- Motivate your prospects to action with superb messages.
- Develop sales techniques to make your calls ten times more effective.
- Learn to defend margins by overcoming objections with added value.
- Boost morale and motivation beyond belief.

Who should attend?

Everyone who is involved in selling by telephone will benefit greatly from this programme. Phone sales training can be pitched at all levels.

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"Hello, Mr Smith?

My name is John Brown; I hope this is a convenient moment for you.

I'd like to talk to you about"... (Insert an expensive, annoying or irrelevant product here)... give the caller another 10 to 15 seconds to continue reading the script, and then try to get a word in to say that you don't actually need whatever it is they're obviously selling...

Get the picture?

Why does it take us less than 5 seconds to realise that we're being sold to?

It's because the language, tone and timing of such calls instantly alerts us to the fact that someone's after our credit card details.

It's no urban myth that most people in the UK don't like being sold to.

So those of you in the telesales business, who don't already know it, should take a step back.

Try to imagine what it's like being on the other end of such a call and think about trying something different.

How about trying to create and develop customer relationships?

How about not being one of the hundreds of companies that call out of the blue and are never heard of again?

People can receive up to a dozen calls a day from 'telesellers' so you'd best make sure that your call is both memorable and enjoyable.

Communicating face to face is hard enough, doing it well over the phone is very difficult.

But consider this, most of us buy the person first and the product second.

Our telesales training courses and training workshops takes you through our unique system that builds your credibility from the outset - resulting in more engaging, valuable telephone conversations. In many of our telesales training workshops we introduce you to our unique 3-stage questioning process; one which has helped some of the best salespeople in the world to meet and exceed their targets.

Our telesales training is truly motivating and will ensure you return back to your phone absolutely buzzing!

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Case Study: Atlas Communications

In 2005 we made conscious decision to move away from the retail arm of our operation and centralise our operation in Dumfries. It was a big risk at the time as the mobile communications market was extremely competitive. Part of the strategy of retaining business and increasing market share was to put our Telephone Account Managers through and comprehensive training programme which we organised through HBT. The training was tailored around our people and our market and was delivered in sessions over a period of three months. This was so that account managers could practice and implement their skills before adding to their portfolio of knowledge.

The result? The result was an increase in turnover by 40% year on year. The only downside was that it highlighted the fact we should have done it sooner.

Gary Robertson TAM and Marketing Manager

Course Objectives:

By the end of the programme delegates will

- Control the call using prompts not scripts to sound natural
- Communicate with your prospects so that they remain alert and interested
- Become an expert at asking intelligent, professional, credible questions
- Inspire prospects to take action
- Receive more call backs than ever before
- Get through "gatekeepers" and talk to decision makers
- Learn how to manage your time, stay motivated and get brilliant results from every call
- Lose your fear of picking up the phone and making cold calls
- Learn how to get through to decision-makers, with the right questions, and the right messages
- Generate an extra major sale a week
- Learn the secrets of getting through gatekeepers
- Learn professional closing techniques
- Gain a unique understanding of prospects ISSUES.
- Learn how to use highly persuasive language
- Discover direct and indirect client interaction techniques.

This programme includes scenario based role-play to ensure that the training is ingrained by the time you leave

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Training and Methodology

The objective of this programme is to teach a mixture of planning processes and skills. A lower trainer: delegate ratio ensures that trainees are given personal attention and encouragement in applying concepts to their own real life scenarios.

The training skills are based on HBT's fundamental principle that learning is doing. Participants are given the basic tools and together they plan and carry out role plays and activities in simulated scenarios. From these they receive accurate and objective feedback on their performance from both their colleagues and the trainers.

Materials

In addition to a comprehensive library of user-friendly reference material giving explanations of key concepts, delegates also take away from the programme detailed analysis of their performance during the programme with recommendations for further skill development.

All activities can be customised by request.

Duration

Normally two days. Other timing designs can be tailored to suit individual client requirement.

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