

# 2 – DAY HIGH IMPACT TELESALES SKILLS



## Introduction

Telesales professionals are a unique breed that has to be thick skinned to deal with objections and rejections. They need amazing self-discipline, self-motivation and resilience to keep moving forward through the smoke screen of objections to find appointments & sales day in and day out.

They need to be professional listeners and eloquent speakers. They realize that they can only survive in this high- pressure environment if they begin to look at the world through their customers' perspective and act accordingly.

They employ proven rapport building telephone techniques to gain trust and prosper. They are masters at the ability to create pictures in the prospect's mind through what they say and how they say it. To top it all off, they require razor sharp consultative selling skills to solve customer problems through offering the most beneficial solutions.

## Course Objectives

By the end of this course, you will be able to:

- Comprehend the right call structure
- Display expertise in telephone communication & negotiation
- Comply to persuasiveness techniques using empathy – an emotional intelligence tool

## Methodology

- Activity based training
- Relevant games & simulations
- Group discussions / Case studies  
Interactive storytelling
- Slide presentations / 2-way  
interactions Group exercises / Role  
plays
- Q&A

## Who Should Attend?

- Telephone sales team members



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## Course Outline

### REVIEW OF EXPECTATIONS AND CHALLENGES

- Participants express their concerns

### ENGAGING AND CONVINCING PROSPECTS OVER THE PHONE

- How to talk about your product? Engaging the prospect's left & right brain

### REVIEW OF OUR PRODUCT FEATURES AND BENEFITS

- Strategizing benefit statements through positive visualization to create desire for the product

**Group presentation-** Understanding our product and why it is good for the customer to have

### EMOTIONAL PERSUASION USING EMPATHIC PROBING QUESTIONS

- Triggering desired audience emotions through power words that create positive mental pictures.
- **Example case** – A low impact telesales call
- **Case study – A high impact call**
- The art of asking the right questions to identify and understand underlying customer issues
- Probing beyond the obvious

**Activity** – Developing targeted probing questions

### RAPPORT BUILDING INTERACTIVE COMMUNICATION FLOW

- This activity helps telesales agents maintain a meaningful conversation with prospects with a flow that naturally tends towards closing the sale.. (**Breakout Activity**-The Diagram)

### DEVELOPING AN ENGAGING VOICE – A KEY TOOL IN TELESales

- Communicating without body language through phone Articulate speaking
- Mastering and Applying **Voice** Characteristics
- Tone, Pitch, Rate of Speech and Volume

**Activity** – Voice practice through trainer facilitation to develop expertise in expressing emotions such as happiness, sadness, concern, worry, excitement, sense of urgency and more.

### SCRIPT DEVELOPMENT WORKSHOP

- Telesales call flow / structure

### DEVELOPING A BENEFIT BASED EMOTIONAL CALL DIALOGUE

### CALL OPENING

Getting past the gatekeeper / secretary

### GETTING PAST THE 1ST 20 SECONDS WITH THE RIGHT PERSON

- Impactful opening statement - This is what makes or breaks a call Giving the prospect a good reason to continue to talk after the first 20 seconds
- Quick examples by the trainer

### SELLING ATTEMPTS 1, 2 & 3

- Three sets of Probing questions, Emotionally persuasive statements, benefit statements, testing the water questions.

### CLOSING THE SALE

- Closing questions & Negotiating the deal Strategic ending statement.



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### HANDLING OBJECTIONS – TYPES OF OBJECTIONS

#### Some Common Objections

'I want to think about it.' 'I want to think it over.' 'I want to talk to my boss first'

- Strategizing responses to objections
- Creating your own objections list
- Strategizing rebuttals and responses
- Moving into closing

Role play: Telesales call presentation by selected participants according to time availability

