

SALES USING TECHNOLOGY AND THE TELEPHONE

Course Code: SALETECH | Duration: 1 Day



COURSE AIMS:

This programme enables you to make the most of technology and best manage sales conversations over the phone.

COURSE PRE-REQUISITES:

This programme is aimed at sales people who have responsibility for telephone sales and/or business development.

COURSE OBJECTIVES:

On completion of this course delegates will be able to:

- Make best use of current technology to develop sales opportunities
- Make the most of the telephone as a sales tool
- Make the right contacts
- Use a framework for customer calls
- Use questions to understand customer needs
- Listen effectively

COURSE CONTENT:

Introduction and Objectives

Technology

- Twitter/Linked In™
- CRM systems
- Mobile applications
- Search engines
- PowerPoint

Building Rapport

- Ways to build trust
- Warm up your sales approach
- Ways to make a positive first impression
- Questioning and listening

Managing the Conversation

- Learn how to create interest
- Ways to handle objections
- Learn to close the sale
- Call backs and leaving messages

Structuring the Conversation

- Getting the right contact information
- Strategies to speak to the decision maker
- Asking the right questions
- Create a script to maximise

Action Planning

Review of Programme

For more information

Call: **0800 101 7101**

Email: info@keytraining.co.uk

