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Telephone Sales

One of the most effective ways of winning more business is by the telephone. Selling on the telephone saves valuable time, but, to make it work, the selling has to be efficient and professional.

Learning to sell on the telephone is about learning how to use techniques. This highly participative course is packed with practical advice for all those business calls that require that important element - **selling**.

Course Content

The five types of calls
Communicating
Planning to succeed
Making the most of incoming orders and enquiries
Overcoming the 'complaint' damage
Getting past the 'Gatekeeper'
How to get appointments
Getting to talk to the right person
Helping the cold call to get warmer
Setting realistic objectives
Controlling the call
Questioning skills
Matching the benefit to the need
Effectively quoting prices
Overcoming objections and achieving the 'win-win'
Initiating 'buying signals'
When and how to close the call
Ensuring long term relationships
Customer care