

Using the Telephone as a Sales Tool

We never stop learning how to improve our selling skills. Virtually everybody in sales today sells over the phone at least part of the time. Perhaps it is time for you to evaluate how you use the telephone and where it fits into your sales and marketing mix. The telephone can supplement, enhance, and sometimes replace other means of marketing and selling. This personal approach can dramatically increase your sales success.

This workshop will help you hone your communication skills, your ability to persuade, and your ability to personalize each sales call to the person and to each situation.

Workshop Benefits:

- Get past the discomfort of cold calls by learning how to warm up your sales approach
- Develop a script to maximize your efficiency
- Develop a plan for making the call and following up in a timely fashion
- Learn what to say create interest, handle objections and close the sale
- Generate more leads and repeat business by using the telephone more effectively

What Will Be Discussed?

- ✓ Change Your Skills, Change Your Income
- ✓ Separating Your Company from the Competition
- ✓ Building Trust and Respect
- ✓ Johari Windows
- ✓ The Importance of Good Communication Skills
- ✓ Developing Your Script
 - The Basic Script
 - Sample Script
 - Making the Script Yours
 - Developing Your Script
- ✓ Pre-Call Planning
- ✓ Phone Tag and Call Backs
- ✓ Follow-Up
- ✓ Your Sales Message When You Must Sell by Telephone

