



## **Telephone Sales Skills that Outsell**

Target Audience: Telephone sales teams in banking, insurance, airlines, IT or telecoms.

Typically, the high performers in telephone sales teams have excellent conversational skills around products and services, are able to establish credibility and understanding within the first few minutes to proceed with a positive purchase decision, but not at the risk of damaging the relationship or business reputation.

The challenge: Less than 15% of staff in a sales team have these high quality conversational skills. Most average and low performers are too busy reading from scripts, having one way conversations and handling customer objections in a way that creates more resistance. The pressure and resistance therefore builds up (rather than reduce, as observed in the high performers) over the duration of the conversation.

This programme will help you to develop and increase the conversational quality of your telephone sales teams and therefore ease the decision-making process for the customer. The sales team will learn how to:

- Assess and identify their own personal conversational quality strengths and development opportunities
- Apply the essential skills and behaviours required to develop a customer relationship across the conversation
- Enhance the conversational quality of their scripts
- Establish credibility by learning how to have a two way conversation in a way that helps increase customer understanding
- Respond to customer questions and resistance in a manner to help address reasons for not proceeding with the purchase
- Apply conversational closing techniques that help reduce the pressure of 'asking' for the business



The differentiators:

- The programme will develop the critical behaviours required to have a meaningful conversation that flows with customers rather than salespeople following a series of 'actions'
- A learning methodology will be applied that accelerates the transfer of learning back into the workplace using guides and job aids around specific workplace situations
- Extra time will be spent transfer learning into the workplace by using skill reflection and personal action planning sessions