

OUTLINE PROGRAMME

The Art of Telesales

- 1 Introduction**
- 2 Understanding People**
- 3 Understanding Good Communication**
 - a. Speaking skills
 - b. Listening skills
 - c. Telephone communication
- 4 Customer Service**
 - a. Who are your customers?
 - b. What does your customer want?
 - c. What does your customer need?
 - d. Added value
- 5 Questioning Techniques**
 - a. Types of questions
 - b. Which type to use when?
 - c. Examples
 - d. How to use open and leading questions most effectively
- 6 Helping the customer**
 - a. Dealing with problems
 - b. Dealing with returns
 - c. Dealing with incorrect orders
- 7 Planning your calls**
 - a. Objective for calling
 - b. Prepared questions
 - c. Secondary objectives
- 8 Creating Interest - A Customer's View**
 - a. What's in it for me?
 - b. Am I important?
 - c. What's new?
- 9 Selling with Service**
 - a. Do you know your customer?
 - b. Getting feedback
 - c. Going the extra mile
- 10 Gaining Commitment**
 - a. Detecting a possible lost sale
 - b. Turning around a potential loss
 - c. Gaining the sale
- 11 Addressing Resistance**
- 12 Coping with Difficult People**
 - a. Identifying difficult people
 - b. Understanding why people are difficult
 - c. Making assumptions
 - d. Being objective
 - e. Overcoming your natural bias
- 13 Final Thoughts, Hints and Tips on Teleselling**



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