

# Professional Teleselling Skills™

What do you get when you have a confident, competent and motivated team of telephone salespeople? Increased success in closing business and building long-term relationships with customers.



*Developing successful business relationships over the telephone*

As the cost of face-to-face sales calls escalates and customer-supplier networks expand globally, the telephone is an increasingly important medium for initiating and developing business relationships. No longer background players, today's telephone salespeople play a key role in an organization's sales success. Their ability to establish rapport and meet customer needs enables your organization to stand out in today's crowded marketplace.

Professional Teleselling Skills™ equips your telephone salespeople—whether they are in a business-to-business or business-to-consumer environment—with the skills they need to sell effectively. Participants learn how to:

- open sales calls concisely and credibly to win a customer's attention
- ask the right questions—questions which get customers to open up and reveal their needs
- show customers how your products and services address those needs
- close a call professionally, whether or not a sale is made

Telephone salespeople learn to demonstrate respect for customers and an interest in what customers consider important. The results? Immediate success in closing more telephone sales and a foundation for long-term business relationships with customers.

## Interactive training and follow-up ensure transfer of skills

The effectiveness of Professional Teleselling Skills™ is ensured through:

- individual exercises, in which telesalespeople assess their current ways of interacting with customers
- video vignettes, which foster discussion about attitudes toward teleselling and the importance of good skill use
- audio episodes, which model skill use and provide practice opportunities for participants
- role plays, in which participants record and critique their skill use
- written exercises which enhance participants' understanding of the skills and promote application of the skills to their own teleselling situations
- a variety of small group and team exercises to hone skill use
- exercises at the end of each module to check and reinforce participants' understanding of key concepts and skills

Two additional components further guarantee success. A follow-up component, a Manager's Guide, ensures that participants maintain a high level of skill use after their initial training. This guide offers guidelines for conducting a variety of brief (15 minute) small-group activities to reinforce skill use, enhance motivation, reduce stress and promote professional growth. A Train-the-Trainer component provides your trainers with the knowledge and confidence they need to conduct Professional Teleselling Skills™ successfully.

## Benefits of Using Professional Teleselling Skills™

### Your telephone salespeople will:

- increase their confidence and professionalism
- improve their ability to identify and develop sales opportunities
- more skillfully handle challenging sales situations
- increase their success in sales

### Your customers will enjoy:

- assurance that their needs have been understood and addressed
- increased confidence in buying decisions
- confidence that they are doing business with competent, professional telephone salespeople who listen to their needs rather than apply high pressure sales tactics
- enduring relationships with a supplier who understands their business reality

### Your organization will experience:

- increased success in closing business and building long-term relationships with customers
- a more confident, competent, and motivated team of telephone salespeople
- reduced turnover of telephone salespeople
- a more professional image

## Module Highlights & Outcomes

### Opening a Call

Telephone salespeople will be able to:

- prepare to open a telephone sales call
- open a telephone sales call with a clear, concise, customer-focused statement
- stimulate customer interest
- leave an effective voice mail message

### Opening Challenges

Telephone salespeople will learn how to respond when they encounter:

- indifferent customers
- screeners

### Listening

Telephone salespeople will be able to:

- identify and overcome internal and external barriers to listening
- listen with “thoughtful attention” for opportunities and needs

## Probing

Telephone salespeople will be able to:

- create customer awareness of needs that can be addressed by their products and services
- achieve a clear, mutual understanding of needs expressed by the customer
- develop a probing strategy

## Supporting

Telephone salespeople will:

- understand when to provide product information to a customer
- prepare to provide product information before calling a customer
- describe their products/services in ways that are meaningful and compelling to customers

## Resolving Customer Concerns

Telephone salespeople will be able to:

- explore a concern to understand it before responding
- acknowledge a concern to let the customer know that his or her feelings are appreciated
- respond appropriately to skepticism, misunderstandings, and drawbacks
- check to make sure a concern has been resolved

## Closing a Call

Telephone salespeople will be able to:

- decide when to close a call
- ask for customer commitment to next steps
- handle customer stalls
- respond professionally to a customer's final "no"

## Self-Management

Telephone salespeople will understand ways to:

- manage their time
- manage the stress of selling over the telephone
- manage their professional and personal growth

## About AchieveGlobal

In the 21<sup>st</sup> century, the level of human skills will determine organization success.

AchieveGlobal provides exceptional development in interpersonal business skills giving companies the workforce they need for business results. Located in over 40 countries, we offer multi-language, learning based solutions – globally, regionally and locally.

We understand the competition you face. Your success depends on people who have the skills to handle the challenges beyond the reach of technology. We're experts in developing these skills, and it's these skills that turn your strategies into business success in the 21<sup>st</sup> century.

These are things technology can't do. Think. Learn. Solve problems. Listen. Motivate. Explain. People with these skills have a bright future in the 21<sup>st</sup> century. AchieveGlobal prepares you for that world.



**achieveglobal**<sup>®</sup>  
Developing the 21<sup>st</sup> Century Workforce™

Headquarters: Tampa, FL, USA  
800.456.9390 (North America)  
[www.achieveglobal.com](http://www.achieveglobal.com)

© 2008 AchieveGlobal, Inc.  
No. 94054 v.2.0 (9/08)

## Program Specifications

### Audience

Telephone salespeople who make outbound calls

### Length

Ask your AchieveGlobal representative for details.

### Certification length

Varies

### Format

Individual exercises, video vignettes, group discussion, skill practice, audio episodes, role play, written exercises

### Classroom materials

Facilitator guide, participant text, videotape, audiotape, charts

### Delivery

AchieveGlobal Training Performance Consultant or your own AchieveGlobal-certified facilitator

### Class size

9 to 12 participants