



# Telesales

## Overview

As telesales has become one of the most cost effective methods of generating new business the need to maximise its effectiveness in-house is essential. This course will give all the tricks of the trade to get into the right state, get through to the right people and how to make those all important appointments.

## Who is it for?

Anyone who wants to get on the phone and promote their business; whether they are new to the skill or for existing telesales operatives who want to step up their game and make more appointments.

## What's covered?

- Structure & guidelines to telesales
- How to get into the right state
- How to get past the Gatekeeper
- How to engage Decision Makers
- How to overcome fears surrounding telesales
- Self motivation to keep going
- How to structure your call
- Follow ups and appointment setting
- Tricks of the trade
- How to close appointments

## Learning Objectives

- Reduce staff turnover by improving staff knowledge & motivation
- Increase conversion rate of appointments made
- Improve sales process & handle rejection
- Build rapport more quickly to have a positive impact on targets
- Learn how to handle stressful calls
- Enhance existing telesales skills

Workshops are delivered by experienced training and development professionals