

Why Buy?



Developing People > Advancing Business

High spots

- **TACK's Telephone Lab** creates a unique skills practice format using a contained telephone system so you can practise, listen and gain feedback and hone your new skills
- **TACK's PRO-PAYBACK®** model provides a structured and proven sales process that consolidates best practise selling methodology, to give you a practical tool to achieve your sales goals
- Learning how to motivate customers by communicating **'YOU Appeal®'**

"Everything was made really simple and structured. Made it easy to follow and use. I would recommend this course to anyone involved in telesales."

To book or find out more:

t: 0845 072 0144

e: info@tack.co.uk

Professional Telephone Selling

Develop your skills and confidence and enjoy selling over the telephone!

Duration: 2 days Fee: £800 + VAT

Business and personal benefit

Increasingly, companies look to office based sales teams to increase their customer portfolio and penetrate new markets whilst keeping their costs low. But with around 6,000 call centres employing more than 600,000 staff in the UK, standing out from the crowd to sell successfully by telephone can be tough!

And whilst today's corporate buyers accept and even welcome the telephone as a sales channel, only 30% of buyers* feel that salespeople use the telephone well. So there are clearly some key skills gaps - gaps that can be filled through telephone sales training.

TACK's Professional Telephone Selling workshop is a must for people who have to undertake any aspect of pro-active selling by telephone in the business to business world.

Target audience

It will benefit both those who are relatively new to telesales and more established telesales professionals who need to refresh their core skills.

Objectives

You will leave the course:

- Able to proactively target the right prospects and customers to generate the best results
- Equipped with proven call structures to ensure every conversation is productive and achieves its objectives
- Equipped with new techniques for managing objections confidently and professionally
- Feeling positive and motivated, and with the tools, techniques and confidence they need to succeed and enjoy their pro-active role

Before, during & after your programme

You'll receive support at every stage to maximise your investment and bring your learning to life:

- Pre and de-brief calls to establish goals and assess progress
- One to one input from your TACK consultant as group sizes are limited for maximum personal benefit
- All TACK programmes are interactive in style. We believe in 'learning by doing' to ensure your learning experience is 100% relevant to 'real life' situations
- Comprehensive materials including workbook and Personal Action Plan
- TACK Tips – SMS messages designed to inspire, motivate and reinforce key learning points!

Module	Learning points	Outcomes After this module you will...
Why are we here?	<ul style="list-style-type: none"> - How to break down your personal development into four key areas 	<ul style="list-style-type: none"> - Be able to focus on building your knowledge and your competencies in Sales Skills, Interpersonal Skills and Personal Strengths
Market Opportunities	<ul style="list-style-type: none"> - Contributing to a profitable company means protecting & expanding the business you already have 	<ul style="list-style-type: none"> - Analyse your current base for potential growth using cross & up selling - Explore Horizontal & Vertical opportunities with your current customers - Create a business building strategy
Selling by Objectives	<ul style="list-style-type: none"> - The 2 main categories of sales objectives - The 'selling by objectives' discipline - The SMARTER principle 	<ul style="list-style-type: none"> - Set measureable outcomes for each call - Be able to set clear goals and have a system for implementing them
Getting a Head Start	<ul style="list-style-type: none"> - The relationship between Successful selling and a robust mental attitude 	<ul style="list-style-type: none"> - Adapt your thinking to create a resourceful mental & physical state - Adapt your language to project a confident approach
Over the first hurdle	<ul style="list-style-type: none"> - How to deal with receptionists and other 'filters' 	<ul style="list-style-type: none"> - Create confident and concise strategies for getting through to your contact
Influencing the Customer	<ul style="list-style-type: none"> - The importance of Purpose Statement - Setting the scene to gain the customer's co-operation 	<ul style="list-style-type: none"> - Be able to reduce the initial resistance that a potential customer may have at the start of the call - Engage the customer's interest

Module	Learning points	Outcomes After this module you will...
Voicemail	<ul style="list-style-type: none"> - The Pros and Cons of Voicemail - Use electronic messaging systems as a sales aid 	<ul style="list-style-type: none"> - Naturally and confidently leave messages that help you progress towards your sales goals
Pre-call calls	<ul style="list-style-type: none"> - Obtain the names of decision makers and influencers 	<ul style="list-style-type: none"> - Use receptionists, switchboard personnel, PA's to find out who will want to talk to you
Investigating Customer Needs	<ul style="list-style-type: none"> - The importance of pre-framing questions - Different types of questions and their advantages and disadvantages - Fact finding and questioning strategies 	<ul style="list-style-type: none"> - Create a selection of questions appropriate to your sales objectives - Use a customer centred & conversational rapport building style of questioning
Dismantling Barriers	<ul style="list-style-type: none"> - Why objections arise - Different types of objection - TACK's professional objection answering technique 	<ul style="list-style-type: none"> - Use a winning technique for handling any objection positively and creating an opportunity - Address the psychological and logical aspects of the objection - Be able to respond effectively to the price objection and any competitor comparisons
Why You?	<ul style="list-style-type: none"> - Buying motivators - The key concept of 'YOU Appeal'[®] - Motivational communication of Facts & Benefits 	<ul style="list-style-type: none"> - Discuss your products & services in a meaningful way that motivates your customers
Obtaining Commitment	<ul style="list-style-type: none"> - How to time the close of your discussion - Buying signals' and 'yes' responses - Different methods of closing and when to use them 	<ul style="list-style-type: none"> - Know how and when to close - Get a 'yes' to your pre-determined objectives

Why Buy?

Why open programmes?

With courses ranging from 1-3 days and running regularly across the UK, TACK's open programmes give you access to training and development at a time and place that's convenient to you:

- As well as networking opportunities you'll gain a different perspective from other delegates, their companies, sectors and experiences
- You can be more open and self-critical amongst strangers
- The right programme can be selected to address individual development needs
- Training one or two people at a time spreads your investment
- Departmental work schedules are less likely to be disrupted
- TACK handles all the administration

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Professional Telephone Selling

Supporting your career development

Whatever route you take in your sales career, we're on hand to provide support and access to a programme that is specific to your needs.

To support your broader management, leadership and personal development needs, please contact us for more information on our complete range of open programmes.

Leadership	Strategic Sales Management Field Sales Management 2 Field Sales Management	
Developing roles	Managing Channel Partners Marketing Essentials Key Account Management	
Developing skills	Financial Understanding for Sales Professionals Solution Selling Negotiating Skills Presentation Skills	
Foundation	PRO-PAYBACK Selling® in Action	
	PRO-PAYBACK Selling®	PRO-PAYBACK Selling® Blended
	Professional Telephone Selling	
Introducing sales	Appointment Making	Sales for Non-Salespeople

The TACK difference

- Accredited Centre for sales and sales management qualifications from The Institute of Sales & Marketing Management
- Winner of the Sales Trainer of the Year at the British Excellence in Sales and Marketing awards in 2008
- The only training company to have won two National Training Awards for sales training
- First training company to achieve ISO 9001 Quality Assurance, continuously maintained since 1992
- First training company to achieve Investors in People accreditation, maintained continuously since 1991
- Leadership & management programmes endorsed by The Institute of Leadership and Management
- Training designed and delivered in 45 countries and 25 languages

