

## Classified Call Center Classified Sales Strategies

**Classified Sales Strategies** is an interactive workshop providing an opportunity for classified representatives to advance their sales techniques to the necessary level to be successful in today's highly complex and competitive classified environment. Proven telephone selling skills and tips are introduced, followed by numerous practice exercises.

**Classified Sales Strategies** explores techniques to creating successful outbound calls, including callbacks, calling businesses advertising in the competition, as well as selling special sections and products. The course stresses the importance of preparing persuasive and concise sales communications to attract and maintain the interest of advertisers. The techniques are designed to assist participants in meeting their sales objectives and goals, as well as assisting their customers in preparing effective advertising campaigns.

**Classified Sales Strategies** is a fast-paced program packed with powerful techniques that salespeople can easily apply into their day-to-day selling and immediately begin enjoying the rewards of increased sales.

### Key Topics

- ★ Developing Effective, Persuasive ~ Not Canned ~ Sales Communications
- ★ Getting Past Gatekeepers
- ★ Tips to Selling Special Programs & Products
- ★ 3 Steps to Addressing Client Objections to Advance the Sale
- ★ Telephone Sales Tips
- ★ Improving the Success of Callbacks
- ★ How to Effectively Call Businesses Advertising in the Competition

**Classified Sales Strategies** identifies numerous effective selling techniques from getting past and working with gatekeepers to asking for the order. Participants are given the opportunity to rehearse their newly learned skills with other team members, so they are ready to apply this knowledge immediately when they return to the office.

**Creating Successful Classified Ads** illustrates a three-step proven strategy for addressing the most common classified objections to lower customer resistance, and methods to comfortably advance the sales discussion.

**Classified Sales Strategies** is recommended for classified teams who are committed to achieving and exceeding their goals.

**Classified Sales Strategies** is a road map for participants to follow covering every critical phase of selling in order to effectively retain current clients, as well as develop new business. Following the program, representatives feel comfortable and confident in the selling process ~ even if the customer gives an objection!