



Using the Telephone to Sell & Selling Special Products

Using the Telephone to Sell & Selling Special Products explores the impact the telephone, voice mail, email and fax technology have in business today, and how participants must become proficient in the use of these “selling tools” to maximize their selling time. It also discusses tips to selling special sections and programs more effectively through strategic targeting and delivering effective presentations.

Using the Telephone to Sell & Selling Special Products gets salespeople organized, prepared and excited to sell using the telephone ~ whether they’re inside or outside salespeople ~ by illustrating the value of setting objectives with every call, as well as developing an outline and brief presentation of the most valuable points to be discussed.

Key Topics

- ★ Implementing a Strategic Telephone Prospecting Process
- ★ Tips to Developing Effective, Not Canned Sales Scripts
- ★ Getting Past Gatekeepers
- ★ Tips to Selling Special Programs & Products

Using the Telephone to Sell & Selling Special Products stresses the importance of incorporating four persuasive communication techniques in order to pique the business’s interest and involvement. The program teaches a systematic approach to telephone prospecting by identifying sales opportunities and advancing prospects into long-term clients. In addition, addressing objections is a highlight of the session.

Using the Telephone to Sell & Selling Special Products incorporates written exercises, examples and team practice, and provides easy-to-use tools to increase results. Practice presentations are audio taped.

Program Benefits

- ★ The session helps participants feel more comfortable and confident on the telephone ~ even if the customer indicates they are not interested!
- ★ Decreases resistance to selling special sections and telephone prospecting.

Program Benefits

- ★ Increases motivation to succeed by creating a simple-to-follow sales process.
- ★ Audio taping ensures accountability, as well as allows participants to experience their sales communications through the perspective of their clients.