

Sales Excellence for Telephone & Support Centres



Duration

2 days

Group Size

Maximum 12 participants

Who Should Attend

- Phone based sales staff
- Sales professionals who conduct some of their sales via outbound / inbound sales calls

Program Outcomes

- Significant increase in sales for your organisation
- Greater brand awareness
- More business and better servicing of existing customers via phone
- Increase in new business through new skills and confidence in prospecting
- Increased size of average sale through cross selling
- Greater retention of staff due to increased morale and satisfaction

Business Challenge

The success of an internal sales team strategy relies on the individuals in the team being highly skilled, confident and the desire to do well.

Many teams are not given the skills which allow them to build this confidence and therefore the strategy does not work. This means that call rates are often down, and the calls that are made are of a low quality, resulting in sales targets not being met, and turnover of staff being high due to low morale.

Program Overview

This Telephone and Support Centre program focuses on the preparation, structure and execution of an effective phone interaction with customers to effectively engage them to win more of their business.

During this highly practical program, sales people learn the core skills of understanding the psychology of the buyer, building client desire to act, and key communication skills and strategies providing the foundation for improving individual sales performance.

"The interactive elements were valuable and interesting – we can all apply what we have learnt straight away and now know how to better listen, empathise and offer solutions to clients in an assertive way"

*Telesales Manager,
National Healthcare Company*

"I found the workshop, having recently been promoted into direct sales, to be the most valuable course I have completed so far. The course was extremely valuable to me and will definitely help me to convert greater volumes of business on the telephone."

*Telesales Representative
National Media Company*

More Information

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Key Components

- Call Preparation and Call Structures
- The Buyers Motivation Process
- The Synergy Client-Centric Selling Model
- Resourceful Attitudes and Self-Fulfilling Prophecy
- Communication Skills
- Persuasive questioning differentiating your organisation
- Closing the Sale
- Managing Customer Resistance
- Up-selling and Cross-selling
- Skills Practice

Research & Approach

This program was developed utilising our consultant specialists in the Contact Centre field who have more than 20 years experience. This intelligence is constantly updated to ensure the strategies and skills keep pace with best practices.

The program approach is ensuring the client is at the centre of everything the salesperson does from first understanding the motivation process in clients, to structuring the interaction and skills to take the client on a thinking journey to appropriately influencing their decision towards your organisation.

The Results

As a result of attending this program, business professionals will be equipped to:

- Make every interaction with customers a high quality
- Persuasively use questioning skills to guide the customer towards your solutions
- Differentiate your organisation through clearly defining the value your organisation offers clients
- Identify additional opportunities to cross sell and up-sell effectively through sharing customer success stories
- Have an increased level of confidence to successfully close the sale at the appropriate time during the call