

Telephone Skills Workshop

The Art and Science of Selling



Every interaction with a new or existing customer is an opportunity to either further or diminish your relationship. Don't leave it to chance. Sales Acumen provides the telephone skills you need.

Our one-day Telephone Skills Workshop will give your team the ability to reach key people, and be comfortable, confident, and competent using their advanced sales skills on the telephone.

Overview

In today's dynamic environment, both customers and vendors are relying on telecommunication technologies to increase productivity, cut costs, and extend the frequency and geographic reach with contacts. Organizations have large investments in the systems that facilitate their communication. The development of Sales Acumen will enable you to realize the full return on this investment.

Telephone Skills Workshop will enable participants to get appointments with decision-makers, efficiently build business relationships with new clients and extend relationships with existing clients, create interest, listen for customer needs and values, resolve misunderstandings and concerns, and secure a commitment before ending their conversation.

Regardless of your sales team's experience, Sales Acumen will increase sales performance. We guarantee it.

Workshop Topics

- ❖ Establishing call objectives
- ❖ Call preparation
- ❖ Creating interest
- ❖ Getting appointments
- ❖ Working with gatekeepers
- ❖ Building relationships
- ❖ Active listening
- ❖ Providing information
- ❖ Probing (asking questions)
- ❖ Responding to client questions
- ❖ Managing objections
- ❖ Closing (ask for commitments)
- ❖ Following up
- ❖ Combine with email, voice mail.
- ❖ Telephone etiquette
- ❖ Mental side of calling

Target Audience

Telephone Skills Workshop is designed for sales team members whose mastery of telephone communications, as an integral part of the sales process, is critical to their success.

- ❖ Newly hired and experienced salespeople.
- ❖ Technical consultants with customer contact.
- ❖ Managers who are active in the sales process.
- ❖ Customer and field service, and administrators who have frequent contact with customers.



How much would sales increase if you...

- ❖ Increase the sales pipeline.
- ❖ Expand existing relationships.
- ❖ Win new accounts.
- ❖ Increase sales productivity.
- ❖ Increase profit margins.
- ❖ Increase the size of each transaction.
- ❖ Shorten the sales cycle.
- ❖ Increase sales predictability.
- ❖ Eliminate competition.
- ❖ Increase customer satisfaction.



Microsoft Partner Sales Training

The Mini-MBA

Do Your Salespeople Need Training?

- ❖ Do 20% of your salespeople generate 50% of your sales?
- ❖ Can your salespeople get initial appointments and are they comfortable talking with top executives?
- ❖ Can your salespeople enunciate your unique value proposition?
- ❖ Do you know who your competition is and the incumbent's relationship? Is the client using you for your ideas or pricing?
- ❖ Do customers tell you "great presentation," ask for a "soft copy," and you still lose the deal?
- ❖ When you detect a problem, how do you respond? Do you deal with the "brutal facts?"
- ❖ What do you do when your competitor is trying to "buy the business," or do an "end-of-quarter deal?"
- ❖ What's the best way to "deliver" your proposal? What do you do when a customer asks you to "just send a price quote?"
- ❖ Do your clients say your solution "costs" too much?
- ❖ Do your salespeople know when and how to discuss price?
- ❖ Can your salespeople develop a credible ROI analysis?
- ❖ Are salespeople fearful of presentations and try to avoid them?
- ❖ At the end of the sales cycle, does someone who you never met show up and ask why they should "spend all this money?"
- ❖ Have you lost a key customer to the competition?
- ❖ Have you lost opportunities because someone else had a "better" solution?

The way you sell is a preview of the way you solve.

Power Tools

New Hire Assessments



- ❖ Jim Collins, author of "Good to Great" found that great companies had great people. He acknowledged how hard it is to make the right hiring decisions.
- ❖ Peter Drucker estimates that as many as $\frac{2}{3}$ of hiring decisions may be mistakes, because they are made with inadequate information.
- ❖ Develop a profile of your top performers, compare to applicant characteristics—before making a hiring decision.
- ❖ *Profiles Sales Indicator* assesses five key qualities for sales people such as competitiveness, persistence, and sales drive.
- ❖ It predicts seven critical sales behaviors including call reluctance, prospecting, and closing sales.

**Get better sales performance faster,
with reduced turnover.**

Sales Management System



- ❖ Sales do not progress efficiently and with maximum revenue unless the sales process is continually and closely managed.
- ❖ Sales management must monitor the sales force's activity, progress, and results; assess opportunities and problems as they arise; and redirect salespersons' efforts efficiently.
- ❖ Standardize the system across the company, providing consistency of process and results.
- ❖ Participants will customize the system framework to fit the sales cycle, metrics, reporting requirements, and other characteristics specific to your company.

Salespeople appreciate the system's consistency, and embrace it enthusiastically.

The best way to predict the future is to invest in it.

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