

# Professional Selling Over the Phone

**1 day**

## **Description**

This ILT Series course teaches students about using the telephone for professional selling. Students will learn how to prepare scripts, manage calls, implement components of an effective voice, listen to feedback, and ask questions to increase sales. Course activities also cover finding prospects, discussing the type of information to leave on prospects' voice mail, maintaining a positive attitude, identifying the components of the soft sell, and building and maintaining relationships with prospects. Students will also learn about gaining feedback from customers, addressing rejection, resolving objections, and closing a sale.

## **Prerequisites**

- *None*

## **Course Outline**

### ***Unit 1: Preparing for telesales***

Topic A: Preparing the workspace

Topic B: Preparing to write telesales scripts

### ***Unit 2: Essentials of telesales***

Topic A: Communication essentials

Topic B: Handling telesales calls

### ***Unit 3: Prospecting***

Topic A: Generating telesales prospects

Topic B: Interacting with prospects

Topic C: Cold call strategies

### ***Unit 4: Closing a sale***

Topic A: Closing sales over the telephone

Topic B: Addressing telesales challenges

Topic C: Maximizing telesales performance