

Creative Sales Solutions Sales Training Program



Agenda

I. Welcome, Introduction

- A. Overview of the Mystery Shopping program, play and evaluate selected mystery shopping demo recordings.

II. Why Selling over the telephone is different from selling face to face

- A. The challenge of telephone communications
- B. Truisms of telephone selling
- C. Large industrial sales vs. small sales

III. **BREAK**

IV. The Telephone Selling Process

A. Step – 1 Establishing the Relationship over the Telephone

1. Why the selling techniques you have been taught for face to face sales do not work over the telephone
2. The power of enthusiasm for making a great first impression.
3. Mismatching – “Did I catch you at a bad time?”
4. Listening – the secret to finding out what the customer really wants.
5. How to communicate effectively to establish yourself as a professional.

B. Step -2 The Investigative Stage of the Sales process

1. The importance of probing dialogistic questions.
2. How to find out the features the customer is most interested in.
3. Expanding responses with global questions
4. How to handle prospects questions

C. Step -3 The Sales Presentation Over the Telephone

1. The power of a well planned sales presentation
2. Providing a thumbnail sketch
3. The Herd Theory
4. Why faxing a quote decreases your chances of closing the sale.

D. Step – 4 Closing – Getting the Appointment

1. The ping pre-close
2. The tit for tat close.
3. The old fashion close
4. How to “ask for the appointment!!!”
5. Role play exercise

V. **BREAK**

VI. Turning Your Cold Calls into Warm Calls

1. The introduction
2. Transition into stage II (Discovery)
3. Voice mail – Friend or foe

VII. Memory Secrets

VIII. The Seven Habits of the Top Sales Reps

IX. Commitment the Key to Success