

Creative Sales Solutions

Related Products

Sales Training Program



Agenda

Welcome, Introduction

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

Establishing the Relationship over the Telephone

- Why the selling techniques you have been taught for personal sales do not work in business sales.
- Needs of the customer
- Length of the selling cycle
- The risk of mistakes

Handling the Initial Call

- Establishing presence
- Listening – Finding out what the customers really wants
- Techniques for developing good listing skills
- The art of negotiation

Break

How to Communicate Effectively to Establish Yourself as a Professional

- Situation questions
- The sales presentation over the telephone
- Delivering bad news
- Handling customer objections

Managing Caller Behaviors

- The assertive/demanding customer
- The talkative customer
- The Angry customer
- Closing the conversation
- Voice mail
- Internal customers

Turning Theory into Practice

- The four rules of learning
- Decisions – the pathway to power.