

Tele-Sales

Workshop Purpose:

This workshop is about identifying, developing and closing sales over the phone. It includes identifying your customer's buying requirements, promoting benefits and features of your organisation's products / services, responding to and resolving customer objections and agreeing mutually beneficial terms and conditions.



Workshop Outcomes:

On completion of this workshop participants will be able to:

- Prepare for the sales call – organise resources, call plan
- Establish a rapport with the customer
- Identify customer requirements
- Present products/services to the customer
- Deal with sales objections over the phone
- Progress the sale – buying signals, up-sell, cross-sell
- Close the sale

Who should attend:

Any person involved in telephone sales.

Duration:

2 days

For a minimum of 8 to a *maximum of 16* participants.

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