



Staff Training

Sales for Admin Staff

Course Outline



Your business outcomes are our priority. Proving impact in real time.

Aim

To assist admin staff with outbound sales calls and follow up communication with clients amidst the pressures of a daily admin or support function. This workshop helps delegates who do not have a natural sales inclination to recognise the worth of sales talk and gives them the confidence to perform this portion of their tasks with confidence.

About this Course...

To assist admin staff with outbound sales calls and follow up communication with clients.

Who Should Attend this Course?

This course will benefit all admin staff whose job involves sales.

Outcome

At the end of this workshop, the learner will be well versed in the requirements of a good telesales call. The learner will have a clear structure of what is needed to complete a successful call and will have the necessary tools to work on their confidence.

SAQA US ID	NQF LEVEL	CREDITS	US TITLE
119462	4	5	Engage in sustained oral/signed communication and evaluate spoken/signed texts

The unit standards above are an indication of the content of the workshop. Our workshop theories are designed to include the outcomes recommended by SAQA US IDs.

Duration: 1 Day

Content

Topic	What You Will Learn
How to Plan Your Selling Time	• Sales a secondary function – prioritising time is essential • Priority one – block off time • Priority two – set realistic targets and measure them • Other back-up procedures that need to be considered
The Importance of Establishing the Correct Contact Person	• Ensuring that you are asking the right questions
Learning to Listen	• Four common barriers to listening • Four different types of listening
Positive Speech and Sales Talk	• Developing a CAN-DO attitude • Sales talk
The Importance of Making Your Call a Two-Way Conversation	• Getting the client talking • Put it into practice
Product Knowledge – The Importance	• The purpose and developing of killer product knowledge
Anticipating Questions	• Being in control of the call • Understanding what objections and FAQs your clients may have
Courtesy and Tone of Voice	• Being polite and likeable • Respecting time and tone of voice
Confidence and the Professional Approach	• Defining confidence • Professional and industry speech
Closing the Call if it is Negative	• Understanding why the call is a negative • Every no takes you one step closer to the yes
Closing the Call if it is Positive	• Learning to recognise closing signals
Sales Administration!	• The job is not done until the paperwork is completed • Put it into practice

Optional Purchases

When ROI and Implementation Matter

At Staff Training, we understand that each individual and/or organisation has unique needs and goals. We have developed a range of valuable, but optional purchases to maximise your training outcomes:

SETA Accredited Training Options

Most of our workshops are aligned with SETA Accredited unit standards, or you can opt for the fully accredited version of your workshop choice. This includes a certificate of competence when successfully completed. All other certificates are certificates of attendance.

The Afterburner

Afterburners are additions to selected workshops. These continued learning courses include a re-cap of material covered during the workshop and continue to expand on both knowledge and skills development for the workplace.

Skills Check

Skills Checks are extremely useful in the measurement of ROI of soft skills training. This tool is structured to help the learner improve on the implementation of new skills through a goal-driven process of accountability and reflection.

LevelUp Coaching

A 2-hour, one-on-one coaching option for those who would like to address and build on the knowledge they gained during training. Converting theory into practice under the tutelage of an experienced coach.

PowerPath Coaching

A powerful investment into your future leaders. One-on-one leadership coaching with the globally acclaimed Enneagram as the self-mastery tool.

Staff Training is an accredited IEQ9 Provider. Our Enneagram offerings include a SETA Accredited version of a leadership development workshop as well as an emotional intelligence and Enneagram combination. You can also explore our specialist hybrid offerings of workshops and coaching below.

<u>Enneagram Group Coaching Journey</u>	<u>Enneagram: Insight to Action</u>
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