



Telesales Training

Course Outline



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

Aim

To assist and inform junior telesales, outbound call center and inbound call center staff on the basic requirements for a good sales call.

About this Course...

This course covers all the basic requirements one needs to meet for a good sales call!

Outcome

At the end of this workshop, the learner will be well versed in the requirements of a good telesales call.

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
What are the Qualities of a Good Salesperson?	• In depth analysis of what determines our personal success.
Defining Your Market	• What questions you should be asking yourself.
How to Organise Your Day	• How crucial this is to success. Practical exercises and examples of what a good salesperson's day should look like.
The Importance of Establishing the Correct Contact Person	• Understanding the importance of reaching the actual decision maker.
Learning to Listen	• Detailed analysis of and practical exercises to illustrate this golden skill.
Positive Speech	• Gaining co-operation through ensuring positive communication.
Sales Talk	• What is your objective? How to achieve this.
The Importance of Making Your Call a Two-Way Conversation	• Promoting a conversation as opposed to stilted one-way communication.
Product Knowledge – The Importance	• Can we function without this? How do we gain knowledge relevant to our function?
Anticipating Questions	• The importance of preparation. How to use this as a tool to sell.
Courtesy	• How to ensure our communications are pleasant and effective.
Confidence	• What builds confidence?
Professional Speech and Tone of Voice	• Creating the right impression and maintaining control.
Closing the Call if it is Negative	• Ending on a positive note.
Closing the Call if it is Positive	• Reading the signals.
Admin Time	• Why must we plan for this? How does it impact on our success?
Key Performance Indicators to Measure Yourself On	• How to assess ourselves – self-motivation.

Topic	What You Will Learn
Sales Orientation: No Client, No Business	• The client is EVERYTHING • The client may not be right, but he is your client – it's not your job to prove him wrong, it's your job to keep him • What do clients want • Uncovering the client's needs, recognising an emotional purchase • Understanding features and benefits, selling the feeling • Understanding clients and self through personality profiling • Adapting your style of communication • Making the human connection - two basic emotions • Dealing with conflict and the difficult client • Being assertive, recognising the boundaries • Breaking through objections and resistance • Knowing your regulations and building towards sustainability • Asking for referrals

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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