

„Telemarketing – selling over the phone”

Course description:

Telemarketing Training includes such topics as: identifying customers first contact, needs analysis, presentation of an offer, negotiation, selected techniques of transaction finalization, ways to build and maintain friendly relations with customers. Participants of this training practice various kinds of behavior and ways of doing the things based on their knowledge

Acquired skills:

- knowledge of the methods of identifying and reaching new customers
- appropriate behavior during the first contact
- analysis of customer needs
- effective presentation of product or service
- ability to negotiate

Training program:

1. Starting a call

- greeting
- presentation of the company and a person of telemarketer by a telemarketer
- overcoming the other party's distrust
- reaching a proper person quickly
- what to say and how to attract the attention of the other party
- behavior in case of refusal (the first time, the next time)
- preparing a plan for the beginning of a talk

2. Qualities of a good salesman selling over phone

3. Communication: what to say, how to say presenting an offer

- voice modulation, tone of voice
- words that make it easier or more difficult to influence others

- way of asking questions
- listening with understanding
- argumentation
- discovering customer needs and expectations

4. How to talk to difficult clients

- clients who raise objections
- plan for a talk
- customers who are wrong
- plan for a talk
- clients who claim
- plan for a talk
- customers who are arrogant
- plan for a talk
- clients who are aggressive and rude
- plan for a talk

5. Ending a call

- talking about the price
- how to recognize whether the customer is ready to buy
- techniques of influence that help the customer to take the decision quicker
- how to talk to a client in a situation when he buys
- how to talk to a client in a situation when he doesn't buy

Methodology:

During the training we use the following training methods:

- Power Point mini lecture
- team games and group exercises
- open discussion
- role plays
- working with the video camera and analysis of the obtained information
- mini training films

Organizational information:

Number of training hours: 12 hours / 2days

Time of training 9:15-15:15

Place of training: Łódź, Piotrkowska 125 – KM Studio - trainings