

SALES TRAINING FOR CALL CENTRES TRAINING

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COURSE LENGTH: 1.0 DAYS

One of the effective ways to reach out to your potential customers is through a call centre staffed by sales people who possess the skills and ability to handle a wide range of situations and favourably present your products or services. The Sales Training for Call Centres Training course is designed to teach required skills to your call centre sales staff.

This course covers the following: the strategic sales process, how to set SMART goals, strategies for effective communication, advanced phone etiquette skills, knowing when it's time to close the deal and much more.

This comprehensive course is now available in London, Birmingham, Leeds, Glasgow, Sheffield, Bradford, Edinburgh, Liverpool, Manchester and UK wide.

Please click the In-House Training tab to receive a free quote for courses delivered at your preferred location.

SALES TRAINING FOR CALL CENTRES TRAINING COURSE OUTLINE

FOREWORD

A well-trained Call Centre is the heart of any operation. Call Centre employees who possess skill and professionalism, who know how to handle a great variety of situations, will be an asset to any organisation. By presenting these attributes, call centre staff will also personally benefit in terms of salaries and performance bonuses. Call Centre training will allow the employee to enter their work area with confidence knowing they are equipped to answer questions and overcome objections and ultimately close the deal.

OUTCOMES

In this course participants will:

- ▶ Learn practical and effective outbound call strategies
 - ▶ Understand the different types of buying motivations
 - ▶ Master the strategic sales process, matching your products and services to buyer motivations
 - ▶ Learn strategies for effective communication
 - ▶ Gain advanced phone etiquette skills
 - ▶ Understand the importance of setting SMART goals
 - ▶ Learn and interpret the six key factors to success
 - ▶ Understand the importance of always being customer-focused
 - ▶ Know when it's time to close the deal
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MODULES

Lesson 1: Getting Started

- ▶ Pre-Assignment Review
- ▶ Workshop Objectives

Lesson 2: The Basics (Part I)

- ▶ Defining Buying Motives
- ▶ Establishing a Call Strategy
- ▶ Prospecting
- ▶ Qualifying
- ▶ Case Study

Lesson 3: The Basics (Part II)

- ▶ Getting Beyond the Gate Keeper
- ▶ Controlling the Call
- ▶ Difficult Customers

Lesson 4: Phone Etiquette

- ▶ Preparation
- ▶ Building Rapport
- ▶ Speaking Clearly- Tone of Voice
- ▶ Effective Listening
- ▶ Case Study

Lesson 5: Tools

- ▶ Self-Assessments
- ▶ Utilising Sales Scripts
- ▶ Making the Script Your Own
- ▶ The Sales Dashboard
- ▶ Case Study

Lesson 6: Speaking Like a Star

- ▶ S= Situation
- ▶ T= Task
- ▶ A= Action
- ▶ R=Result
- ▶ Case Study

Lesson 7: Types of Questions

- ▶ Open Questions
- ▶ Closed Questions
- ▶ Ignorant Redirection
- ▶ Positive Redirection
- ▶ Negative Redirection
- ▶ Multiple Choice Redirection
- ▶ Case Study

Lesson 8: Benchmarking

- ▶ Benchmark Metrics
- ▶ Performance Breakdown
- ▶ Implementing Improvements
- ▶ Benefits
- ▶ Case Study

Lesson 9: Goal Setting

- ▶ The Importance of Goals
- ▶ SMART Goals
- ▶ Staying Committed
- ▶ Motivation
- ▶ Overcoming Limitations
- ▶ Case Study

Lesson 10: Key Steps

- ▶ Six Success Factors
- ▶ Staying Customer Focused
- ▶ The Art of Telephone Persuasion
- ▶ Telephone Selling Techniques
- ▶ Case Study

Lesson 11: Closing

- ▶ Knowing when it's Time to Close
- ▶ Closing Techniques
- ▶ Maintaining the Relationship
- ▶ After the Sale
- ▶ Case Study

Lesson 12: Wrapping Up

- ▶ Words from the Wise

WEB LINKS

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- ▶ [View this course online](#)
 - ▶ [In-house Training Instant Quote](#)