

# Optimize Your Telephone Sales

## improve your telephone prospecting and sales skills

Hands-on course of 2 days - 14h

Ref.: VFO - Price 2024: CHF1 450 (excl. taxes)

### EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

Become proficient in methods for preparing and organizing your pitch over the phone

Build a convincing argument and adapt it to all profiles

Know how to ask questions and arouse interest on the phone

Structure and conduct a telephone sales call

Know and apply the techniques of argumentation, persuasion and conclusion

### TEACHING METHODS

Sharing of practices and realistic scenarios of telephone sales interviews followed by an analysis and feedback from the group and the trainer.

### HANDS-ON WORK

Exchanges of best practices, role-playing situations, progressive development of tools that can be used directly in the field.

## THE PROGRAMME

last updated: 06/2024

### 1) Preparing and organizing your pitch

- Reviewing target profiles and files.
- Adding to your files and categorizing your contacts.
- Asking yourself the right questions to prioritize your actions.
- Follow-up calls: contact sheet, SONCAS method.
- Building or optimizing your call follow-up table.

*Group discussion* : Share prospecting methods and tools. Identify areas for improvement.

### 2) Building your sales pitch and preparing for interviews

- Knowing what you can offer and what your competitors can.
- Promoting your competitive advantages.
- Building a customer-benefit-oriented sales pitch (CAB method).
- Developing different call scenarios.
- Adapting your offer and sales pitch to each profile.

*Hands-on work* : Preparing sales pitches (CAB method). Preparing common objections.

### 3) Being punchy and opening up the dialogue on the phone

- Developing active listening.
- Asking and rephrasing techniques.
- Overcoming obstruction on the phone.
- Identifying the contact person(s) involved.
- Generating interest by personalizing your introduction.
- Using your voice as a powerful tool.
- Become more assertive when the contact becomes aggressive.

*Role-playing* : Personalized hands-on cases of telephone sales: teasing phase, practice with asking and rephrasing.

### 4) Making the pitch and conduct the sales interview by telephone

- Discovering the prospect's specifications.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@ORSYS.fr](mailto:psh-accueil@ORSYS.fr) to review your request and its feasibility.

- Selecting the right arguments for the target.
- Dealing with all types of objections through questioning.
- Mastering Story Telling to encourage the decision to buy.
- Managing tension and keeping control of your voice.
- Practicing self-diagnosis.

*Role-playing : Address objections.*

#### 5) Developing your telephone negotiation skills

- Preparing for your sales negotiation.
- How to present your initial price offer.
- Developing your comfort level in price negotiations.
- Obtaining a quid pro quo for any concession granted.
- Mastering closing techniques.

*Role-playing : Conducting the final price negotiation and steering the conclusion.*

## DATES

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### REMOTE CLASS

2025 : 24 Mar, 03 Jul, 29 Sep, 24  
Nov