



Telephone Sales

Who Should Attend:

- Inside sales people, owners of small businesses, call center team leaders.

What to Expect: Participants will:

- Understand the contribution of telephone sales to their organization
- Learn best practice telephone communication skills
- Develop a customized, outbound sales or service activities plan
- Set SMART call objectives
- Understand customer needs and uncover buyer motivations
- Through role play, become alert to buying signals
- Document results for effective follow-up

Format:

- 2-day workshop, complete with role-play high-skills practice and customized planning.

Tools Provided:

- Comprehensive Learning Guide inclusive of planning forms.

At a Glance

Make outbound sales calls more effective while building strong customer relationships for your company. Ensure that inside sales people at small and medium size businesses proactively plan, manage, and implement selling campaigns by phone that generate revenue for the company and leave a lasting, positive impression with your customers.

Immediate Benefits:

- Confidently demonstrate product and service knowledge
- Proactively service your customer base
- Sell on value versus price
- Handle resistance and assure accord
- Complete transactions that satisfy both buyer and seller
- Create and nourish relationships for repeat business

The logo for Priority Management, featuring the word "Priority" in a red, cursive script font with a registered trademark symbol (®) to the upper right.

A Better Way To Work

For more information and to see how Priority Management can help you work smarter, contact us at:
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