



## Telephone Sales

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### Who Should Attend:

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

### Format:

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

### Tools Provided:

- A Comprehensive Learning Guide
- Planning forms

### Related Training:

- Selling Breakthroughs
- Negotiating Breakthroughs

## Significantly contribute to your company's Customer Relationship Management (CRM) process

Learn how to make outbound sales calls more effective while building strong customer relationships for your company. Ensure that inside sales people at your small- or medium-sized business proactively plan, manage, and implement phone-sales campaigns that generate revenue and create a lasting, positive impression on your customers.

Gain the skills to confidently demonstrate your product and service knowledge, enabling you to sell on value versus price. Learn how to proactively service your customer base, complete transactions that satisfy both your customer and your company, and handle resistance with aplomb, while nurturing relationships for repeat business.

### This course will help you:

- Understand the important contribution of telephone sales to an 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



A Better Way To Work

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