PROFESSIONAL DEVELOPMENT TRAINING

Sales Training for Call Centres Training

09 884 0762

REQUEST QUOTE

1.0 DAY COURSE

Call Centre (sales) staff who possess skill, professionalism and know how to handle a great variety of situations are an asset to any organisation.

This Call Centre (sales) training course from PD Training teaches your employees to enter the call centre with confidence, equipped to answer questions, overcome objections and close calls with positive outcomes.

This practical call centre course is available now throughout New Zealand, including Auckland, Wellington, Christchurch.

What You'll Gain:

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

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

Lesson 10: Key Steps
- Six Success Factors
- Staying Customer Focused
- The Art of Telephone Persuasion
- Telephone Selling Techniques
- Case Study

- 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

Talk to our expert team

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