

# TELESALES RELOADED

The Art of Mastering Telesales



**Meeting prospects face to face is very time consuming and thus a heavy investment for companies and salespeople. The changing attitude towards remote work and the rapid rise of social media has provoked a resurgence of Telesales as a very effective way to generate revenue for many companies. This practical DOOR program equips salespeople with mindsets, sales techniques, and skills to be effective in Telesales from the initial contact to the closing of a deal.**

**TELESALES  
RELOADED**

## Key Take-Aways

- + How to become effective in telesales
- + What and how to prepare for a day of telesales
- + Generate effective and flexible call scripts that generate curiosity
- + What do customers expect from salespeople?
- + How to generate value during every call
- + How to deal with real and fictitious objections in a manner that enhances your credibility
- + Adapt to different personalities without losing authenticity
- + Gatekeepers

## What will you learn?

At the end of this training you will be able to:

- + Structure your call through an effective script
- + Manage your time focusing on what really matters
- + Develop a compelling reason for the client to act
- + Apply active listening, take, and keep the initiative
- + Push versus pull mechanism
- + How to display client focus
- + Handle objections effectively
- + Improve your closing rate

## Duration

1 Day vILT + 2 hours Action Learning

# #TELESALES IS THE MOST EFFECTIVE WAY TO REACH ANY PROSPECT.

## Program Schedule

### SESSION 1

- + What should you prepare?
- + Call Lists / Targets / Scripts
- + The client of the 21<sup>st</sup> Century
- + Customer experience over the telephone
- + Why do customers leave?
- + What do customers want?
- + The proactivity principle model
- + Rapport – Trust - Challenge
- + Moments of truth

### SESSION 2

- + How to formulate an impacting Script
- + The introduction and the “trigger”
- + Building rapport
- + The value creation phase
- + Work with human biases
- + The closing phase

- + The Call Script – Second Draft
- + Listening & questioning skills
- + The flow of questions
- + Listening for emotional state, objections and buying signals

### SESSION 3

- + Adapt to different personalities
- + Handling objections
- + Gatekeepers
- + Wrap-up & follow-up preparation

### SESSION 4: FOLLOW-UP

- + Action Learning
- + Content depends on the experiences of the salespeople after the training and further needs of the participants
- + Deep dive: Handling objections
- + Prospecting

## More information

If you would like to discuss any one of our programs please contact us.

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