



**KEY
BUSINESS
ADVISORS**

Taking Businesses from Good to Great

TRAINING COURSES

Telephone Selling Techniques

KEYBA Customised Sales Training Program

COURSE DESCRIPTION

Engage your staff to experience an interactive Telephone Selling Techniques Training Program to achieve greater sales results. This customised training program will provide your business with a professional sales tool kit to grow and develop each telesales staff member to reach their full potential.

Learn the step-by-step process of prospecting and selling on the telephone. Convert those leads you have obtained from networking events, referrals, past clients or lists into steady income.

Ensure your staff have the competitive edge to achieve targets and larger profits. Learn how to take the pain out of non-motivating prospecting and achieve highly effective conversions and wins.



WHAT YOU WILL LEARN

- ♦ The importance of the 'purpose of the call' and the outcome objective
- ♦ How to sell yourself and your business over the phone
- ♦ How to open up a conversation with a customer
- ♦ How to define your campaigns
- ♦ How to deal with rejections
- ♦ How to plan your opportunities
- ♦ How to recognise verbal buying signals
- ♦ How to know the objections before you begin
- ♦ How to trial close the customer through soft, hard and alternative closing techniques
- ♦ How to use your weekly planner
- ♦ How to stick to your game plan
- ♦ Tactics to keep you motivated
- ♦ How to improve your closing ratio over the phone

*Course and delivery is customised to
your business needs*

Please visit our website or call for enquiries and bookings:

www.keyba.com.au

1300 4 ADVICE



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Why train with us?

- ♦ Take-home course manual
- ♦ Class experience relevant to industry
- ♦ KBA Certificate of completion
- ♦ Experienced, professional and friendly instructors

Premium training courses for small and medium sized businesses

Providing quality training to take businesses from Good to Great since 2008.



COURSE OUTLINE

Personal and Business Goals
Professional Sales Role
Stocktake Yourself
How well have you planned for 'getting started'?
The Importance of NPS - Net Promoter System
What is Telstra's value proposition to your potential customers?
How do you sell yourself and your Telstra Call Centre?
What are the benefits of Telstra's 4G Network?
Selling Telstra's Business Line-up of Products and Services
Understanding Suspects versus Prospects!



Listening to the Customer through Verbal Buying Signals
Understanding Trial and Alternative Closes
Developing Campaigns
Prospecting and Dealing with Rejection
Telephone Prospecting and Dealing with Rejection
Telstra Plans
Demonstrating Your Telstra Call Centre's Products and Services
How are Android, Apple and Windows phones different from each other?
Selling the Features, Advantages and Benefits of Telstra Products
Know the Objections to Know What to Say Next
Know the Objections Before You Begin
What are your competitors doing?
How to Close the Sale
Using comparisons is a great way to close the sale!
Begin with the End in Mind
Stronger Ways to Close
Getting Orders Over the Line and Setting Up Referrals to Win
Closing the loop for more opportunities!
Hunting and Fishing for Opportunities
How do you segment the customers you want to deal with?
Achieving Sales Targets
The Sales Pipeline / Funnel
The Prospect Sheet
Weekly Planner - Stick to your game plan!
Looking at Your Call Plan

Asking Open-Ended Questions
Qualifying a Customer Before You Start the Sales Process
Product / Service Offerings
What key questions do you need to ask to identify if there is an opportunity?
Your Telstra Call Centre Sales Opportunities Database