PROFESSIONAL DEVELOPMENT TRAINING

Sales Training for Call Centers Training

REQUEST QUOTE

1.0 DAY COURSE

The Sales Training for Call Centres Training course is designed to help your call center sales staff develop the skills and ability to handle a wide range of situations and favorably present your products or services over the phone.

This course covers the following: call strategies for different types of buying motivations, the strategic sales process, setting SMART goals, how to speak like a STAR (Situation, Task, Action, Result) and other strategies for effective communication, advanced phone etiquette skills, knowing when it's time to close the deal and much more.

This comprehensive training course is available across the U.S., including Atlanta, Austin, Baltimore, Birmingham, Boston, Charlotte, Chicago, Dallas, Houston, Jackson, Los Angeles, Manhattan, Miami, New York, Orlando, Philadelphia, San Antonio and Seattle.

What You'll Gain:

A well-trained Call Center is the heart of any operation. Call Center employees who possess skill and professionalism, who know how to handle a great variety of situations, will be an asset to any organization. By presenting these attributes, call center staff will also personally benefit in terms of salaries and performance bonuses.

Call Center 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

By the end of this course, participants will:

- Define outbound call center strategies
- Identify the different types of buying motivations
- Master strategic sales processes for your products, buying cycle and the buyer's motivations

- Learn strategies for effective communication
- Learn advanced phone etiquette skills
- Set benchmarks for help with managing individuals as well as teams
- Develop strategies for increasing team motivation & morale leading to a great company culture

Modules

Lesson 1: Getting Started
- Pre-Assignment Review
- Workshop Objectives

Lesson 2: Types of Questions
- Open Questions
- Closed Questions
- Ignorant Redirection
- Positive Redirection
- Negative Redirection
- Multiple Choice Redirection
- Case Study

Lesson 3: The Basics (Part I)
- Defining Buying Motives
- Establishing a Call Strategy
- Prospecting
- Qualifying
- Case Study

Lesson 4: Benchmarking
- Benchmark Metrics
- Performance Breakdown
- Implementing Improvements
- Benefits
- Case Study

Lesson 5: The Basics (Part II)
- Getting Beyond the Gate Keeper
- Controlling the Call
- Difficult Customers

Lesson 6: Goal Setting
- The Importance of Goals
- SMART Goals
- Staying Committed
- Motivation
- Overcoming Limitations
- Case Study

Lesson 7: Phone Etiquette
- Preparation
- Building Rapport
- Speaking Clearly- Tone of Voice
- Effective Listening
- Case Study

Lesson 8: Key Steps
- Six Success Factors
- Staying Customer Focused
- The Art of Telephone Persuasion
- Telephone Selling Techniques
- Case Study

Lesson 9: Tools

- Self-Assessments
- Utilizing Sales Scripts
- Making the Script Your Own
- The Sales Dashboard
- Case Study

Lesson 10: Closing

- Knowing when it's Time to Close
- Closing Techniques
- Maintaining the Relationship
- After the Sale
- Case Study

Lesson 11: Speaking Like a Star

- S= Situation
- T= Task
- A= Action
- R=Result
- Case Study

Lesson 12: Wrapping Up

- Words from the Wise

Talk to our expert team

Phone:

Email: