



Module One

Telemarketing – Advanced

Positioning:

Learning, understanding and using strategic and enhanced communication skills to convert prospect calls into appointments.

The skills and confidence required to conduct detailed company benefit analysis, become more aware of the different styles of people, create a strong telephone benefit statement, and put into practice through role-play.

Deliverables:

- Provides a process of analysis and practice for professional telemarketers who wish to further their effectiveness in terms of accessing decision makers, promoting their company and converting a higher proportion of calls into appointments

Contents:

- Determine roles and responsibilities
- Review call planning structures and strategies
- The processes concerned in establishing the benefits and values of suppliers, products, services and the sales person and communicating these to prospective customers
- Understanding the components of the Telemarketing Sales Process
- Enhanced understanding of communications and its potential power
- Accessing decision makers and negotiating call blocking
- Create a strong telephone benefit statement
- Questioning and gaining relevant customer information
- Where communication, behaviour, presentation and positive attitude fit into the characteristics of successful telemarketing
- Practical projects and role plays using delegate's markets, products and services

Who Should Attend?

- Experienced telemarketing professionals who are looking to refresh their knowledge, learn alternative methods of communication, and increase their effectiveness of conversion from call to prospect