



## Using the Telephone as a Sales Tool

The School of Leadership

Selling is a skill area in which you never stop learning. Virtually everybody in sales today sells over the phone at least part of the time, but is it time for you to evaluate how you use the telephone and where it fits into your sales and marketing mix. The telephone can supplement, enhance and sometimes replace other means of marketing and selling, and it can dramatically increase your sales success. Come to this workshop and develop your communication, persuasion and negotiation skills so that every sales call is personalized to each prospect and each situation.

### How You Will Benefit

- Get past the discomfort of cold calls by learning how to warm up your sales approach
- Develop a script to maximize your efficiency
- Develop a plan for making the call and following up in a timely fashion
- Learn what to say create interest, handle objections and close the sale
- Generate more leads and repeat business by using the telephone more effectively

### What You Will Cover

- How to change your skills to change your income
- Pre-call planning
- The critical communication skills
- Dealing with phone tag
- Building trust and respect
- Script and call guidelines
- Developing a follow-up system
- Building your telephone skills
- Learning to persevere

### What's Included?

- Instruction by an expert facilitator
- Small interactive classes
- Specialized manual and course materials
- Personalized certificate of completion

### One day workshop

