

## The Telesales Business

Catalogue Number: AMTTSB04V2.1

### Aim

To improve telesales performance in new and experienced telesales people and promote best practice across your business.

### Target audience

- Newcomers to a company
- People moving into a telesales role
- Experienced telesales people looking for a refresher

### Duration

3.0 to 4.0 hours (excluding knowledge base of administrator input content)

### Objectives

#### Users will learn how to:

- Prepare to handle any telesales situation
- Structure an outbound call
- Present benefits and raise a prospect's desire
- Close over the phone
- Handle objections
- Make appointments for field sales people

### Features

- Built in content editing tools allowing you to input real work scenarios
- Built in customisation tools enabling you to incorporate corporate colour and logo
- Knowledge base custom content section, including custom questions
- User bookmarking, allowing easy access to the course
- Learner action planning to encourage learners to put ideas into action
- Learner feedback function to aid continuous improvement of the training
- Administration features include user tracking, user scores, user recordings, add and delete users, feedback review and action plan review
- Flexible licensing with built in upgrade feature

### Contents

- |                           |                       |
|---------------------------|-----------------------|
| • Introduction            | • Ending Calls        |
| • User Guide              | • Taking Notes        |
| • Telesales Essentials    | • Selling Across      |
| • Ready for Telesales     | • Selling Up          |
| • Probing Questions       | • Getting Through     |
| • Confirming Requirements | • Objection Handling  |
| • Matching Needs          | • Making Appointments |
| • Closing for Business    | • Voice Mail          |
| • Presenting Benefits     | • Example Calls       |
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- |                                     |                   |
|-------------------------------------|-------------------|
| • Making Calls - voice recording    | • Action Planning |
| • Receiving Calls - voice recording | • User Feedback   |
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- Knowledge Base - to allow administrator input of training content and tests

### Try before you buy

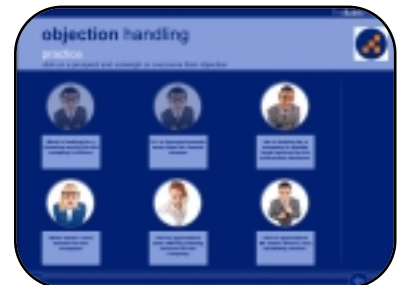
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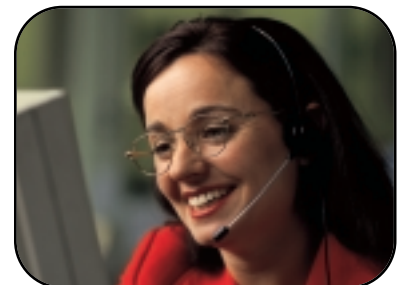
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