



INSIDE SELLING

**How to sell over the
phone and using email**



IMPACTFUL
Powered by LRMG

INSIDE SELLING

PURPOSE

The focus of this training intervention is to provide the learner with a set of computer skills and behaviours that are necessary to get access to more customers via the phone and internet, improve their communication skills, understand customer needs, close more sales, and ultimately improve their sales effectiveness and productivity. The programme addresses competencies in critical/core skills required in any business environment.

This programme answers the following questions:

- How do I make sure prospects will listen to what I have to say?
- How do I build messages that will have an impact?
- What can I do to get my voicemails and emails returned?
- What questions do I need to ask in the limited time available to understand the prospects' needs?
- How do I communicate the value of my solution?
- What are the best ways to deal with objections and close more sales?

Selected elements of the below curriculum may be chosen to address a defined requirement, or delegates may enjoy the benefit of the full preparatory programme.

TOPICS COVERED

- Prepare for the call
- The power of your voice
- Active listening
- Present your solution
- Close the sale
- Write compelling emails

ENTRY CRITERIA

- New/junior entrants in the workplace
- Unemployed youth
- Passion for sales

DELIVERY METHODOLOGY

Our high-contact programme has flexible delivery options:

- In-person classroom training at the Impactful training rooms
 - Locations: Randburg/Cape Town
- Online
- Nationally on-site at the client

PROGRAMME OUTLINE

Module 1: Introduction to Inside Selling

Inside Sales is the fastest growing sales position worldwide.

- What is Inside Selling?
- Principles of effective Inside Selling
- The Inside Selling process
- Implications for selling over phone and via email

Module 2: Create a good first impression

Making the sale is all about opening with a compelling value proposition.

- Prepare for the call
- Pre-call research
- How to build the right sales message
- The four steps to follow when you make contact

Module 3: The power of your voice

The quality of your voice determines whether prospects will continue to listen.

- Develop an awareness of your speech and presence
- Project the right image
- The importance of passion and enthusiasm
- Use intensity, pace and tone to move the sale forward
- The power of words

Module: 4: Build trust by asking the right questions

Know exactly which questions to ask and how to ask them.

- Plan for the questions you want to ask
- Formulate questions that get the desired result
- Differentiate between telling and selling
- Organise your questions using established qualification criteria
- Ask the questions that will get you the answers you need (style and order)
- Apply active listening skills
- Trust your intuition

Module 5: Present your solution

Communicate the value of the solution, use persuasive language and pre-empt any potential objections.

- Decide on the appropriate method to use to influence behaviour
- Identify any potential objections and create potential answers
- Communicate your value proposition
- Reference where you have helped another customer

Module 6: Close the sale

Use language and strategies to encourage commitment. The power of the nudge. Identify closing signals.

- Deal effectively with any objections
- Work through the steps to closing the sale
- Create phrases that will generate commitment
- Apply the right closing strategy

Module 7: Put it in writing

Confirm commitments in writing.

- Plan the email
- Write a persuasive email
- Edit for effectiveness

Module 8: Maintain momentum

Manage your time and resources effectively to maintain momentum.

- How to follow up effectively
- Ask for referrals and build case studies
- Keep in contact with queries and existing customers on a regular basis
- Effective time management skills