

# HUMAN SKILLS COURSE OVERVIEW

**Course Category:**  
Delight Customers

**Course Name:**  
Selling Over the  
Phone: *Effective  
Sales Techniques  
for the Modern  
Market*



**COURSE DURATION: 1 Day**

## Gauteng

3rd Floor, 34 Whiteley Road,  
Melrose Arch  
Johannesburg  
2196

## Gauteng

192 on Bram  
192 Bram Fischer Drive  
Ferndale, Randburg  
Johannesburg  
2160

## Cape Town

3rd Floor, Thomas Pattullo Building  
19 Jan Smuts St  
Cape Town  
8000

## Durban

9 Mountview Close  
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Mount Edgecombe  
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## COURSE OVERVIEW

This course is designed for sales professionals and anyone looking to excel in telephonic sales in today's fast-paced market.

Participants will learn how to effectively use the phone as a sales tool, adapting to modern sales environments and customer expectations.

The aim is to enhance participants' ability to connect with clients, present products or services persuasively, and close deals successfully over the phone.

This training is crucial for those in telesales, customer service roles with sales components, and professionals looking to sharpen their phone sales skills.

## DELIVERY METHOD

Our courses have flexible delivery options:

- In-person classroom training at the Impactful training facilities
- Virtual instructor-led training
- Nationally on-site at the client

## COURSE OBJECTIVES

- Understand the dynamics of selling over the phone in the modern market
- Develop effective communication and listening skills tailored for phone sales
- Learn techniques to quickly build rapport and engage potential customers
- Master the art of presenting and pitching products/services over the phone
- Acquire strategies to overcome objections and close sales effectively

## COURSE OUTLINE

### Module 1: Introduction to selling over the phone

- Overview of telephone sales in the modern market
- Understand the psychology of selling over the phone
- The role of technology in enhancing phone sales

### Module 2: Prepare for successful phone sales

- Set up your workspace for success
- Research your product and audience
- Develop a winning sales script

### Module 3: Communication skills for phone sales

- Master the art of active listening
- Effective voice modulation and tone
- Handling objections and questions

### Module 4: Build rapport and trust

- Establish a connection with the customer
- Personalise the conversation
- Apply empathy and understanding

### Module 5: Sales techniques and strategies

- Identify customer needs and pain points
- Present solutions effectively
- Upsell and cross-sell

### Module 6: Closing techniques

- Recognise buying signals
- Effective closing strategies
- Learning from people saying “no”

### Module 7: Follow-up and customer relationship management

- Effective follow-up strategies
- Build long-term customer relationships
- Utilise CRM tools for phone sales

### Module 8: Advanced topics and trends

- Leverage social media for pre-call research
- Navigate the challenges of remote sales
- Future trends in telephone sales