

HUMAN SKILLS COURSE OVERVIEW

Course Category:
Delight Customers

Course Name:
Selling Over the
Phone:

*Effective phone 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

1st floor, TBE, 3 Bridgeway,
Bridgeway Precinct,
Century City,
7411

Durban

9 Mountview Close
Broadlands
Mount Edgecombe
Durban
4302

 087 941 5764

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COURSE OVERVIEW

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

COURSE OBJECTIVES

By the end of this course, you will be able to:

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

COURSE OUTLINE

Module 1: Introduction to Selling Over the Phone

- Evolution of phone sales in the digital age
- Overview of the Inside Sales process
- How to develop a positive mindset for selling over the phone

Module 2: Create a Good First Impression

- Create a compelling opening message
- The four steps to follow when making initial contact
- Voice control: Pace, volume, clarity, and intonation

Module 3: Understand Your Customer's Needs

- How to build trust and rapport
- Ask the questions that will allow you to recommend the right solution
- Apply active listening skills:
 - Affirm
 - Clarify
 - Confirm
 - Summarise

Module 4: Present Your Solution

- Identify any potential objections and pre-empt them
- Communicate your value proposition
- Reference where you have helped similar customers

Module 5: Close the Sale

- Identify closing signals
- Manage objections
- Steps to closing the sale
- Use persuasive language that encourages commitment

DELIVERY METHOD

Our courses have flexible delivery options:

- In-person classroom training at the Impactful training facilities in Johannesburg, Durban and Cape Town
- Virtual instructor-led training
- Nationally on-site at the client