Section V – Telesales Training

Most sale agents lose opportunity by having poor telephone manners and communication skills. INVATERRA's comprehensive telephone skills training course will serve as a solid foundation for call centre sales agents and ensure they handle themselves professionally and confidently to make the most of every opportunity.

The course is an amalgam of the following:

- Effectively Handling Inbound Sales Calls
- Outbound Sales Calls

Inbound Sales Pogram

This module will teach sales people the following skills and competencies:

- **Opening the Call**
  Sales agents will interactively teach the required manner for answering calls and ensure that the caller remains confident and that their concerns will be handled in a professional and caring manner.
- **Appropriate Enquiring**
  Without gathering appropriate information, errors in understanding can occur. This session will equip salespeople with the following skills: questioning; open and closed probes, and the understanding of when they are most apt to progress a conversation.
- **Active Listening**
  Even over a telephone line it quickly becomes apparent when a salesperson is paying 'lip-service' to the interaction, rather than actively listening. Telesales people will be shown how to maintain full awareness of the gist of a conversation. Genuine Listening skills will allow the sales trainees to remain in control of the call.
- **Handling Objections**
  When a salesperson demonstrates a feature, talks about a benefit or uses a sales closing technique, their customer may well respond in the negative sense, giving excuses or otherwise responding negatively. The response to this is to handle these objections. There are several methods for handling objections, the most suitable method of which is determined by the nature of your business, the type of customer you are speaking to, and the stage of the sales process.

Sample Training Manual For Call Center Operations

Brendan Read

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