



Title

How to actively increase sales on the telephone
(Part II)

Duration

2 Days

Objectives

You learn the success principles of active sales on the telephone. You are able to deal with the complicate conditions of selling on the telephone.
You optimize your efficiency and customer orientation

Content

- How to avoid being lumped together with „phone terrorists“ and the callee cuts the connexion
- Dealing with rejection by the customer and own frustration
- How to prepare customer calls effectively
- Telephone interrogation technics
- Customer orientated, pictorial language to be reflected on the telephone
- Rebut customer objections on the telephone
- To practice appropriate quickness of thinking

Target Group

Persons that acquire or sell on the telephone.

Comments

Participation in part I or at least 2-3 years of experience in telephone marketing.