

## SALES TRAINING FOR CALL CENTERS TRAINING

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**COURSE LENGTH: 1.0 DAYS**

Do you sell your products or services via a telesales team in a call center and want to improve their performance? Concepts like up selling and cross-selling are not inherent in most individuals, but these skills can be learned and implemented with practice.

This Sales Training for Call Centers course from PD Training will provide your call center representatives the tools and techniques on how to handle diverse situations, learn practical and effective outbound call strategies, answer questions, confidently suggest additional products and services to better meet their clients' needs, overcome objections, close calls with positive outcomes and much more!

This training course is now available in Malaysia and Kuala Lumpur.

This Sales Training for Call Centers course can be delivered at your premises by one of our expert local or international trainers or live online using our [HIVE](#) technology.

Click on the In-house tab below to generate an instant quote.

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## SALES TRAINING FOR CALL CENTERS TRAINING COURSE OUTLINE

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### FOREWORD

A well-trained Call Center is the heart of any operation. Call Center employees who possess skill and professionalism, who know how to handle a great variety of situations, will be an asset to any organization. By presenting these attributes, call center staff will also personally benefit in terms of salaries and performance bonuses. Call Center training will allow the employee to enter their work area with confidence knowing they are equipped to answer questions and overcome objections and ultimately close the deal.

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### OUTCOMES

#### In this course participants will:

- ▶ Learn practical and effective outbound call strategies
  - ▶ Understand the different types of buying motivations
  - ▶ Master the strategic sales process, matching your products and services to buyer motivations
  - ▶ Learn strategies for effective communication
  - ▶ Gain advanced phone etiquette skills
  - ▶ Understand the importance of setting SMART goals
  - ▶ Learn and interpret the six key factors to success
  - ▶ Understand the importance of always being customer-focused
  - ▶ Know when it's time to close the deal
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### MODULES

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#### Lesson 1: Getting Started

- ▶ Pre-Assignment Review
- ▶ Workshop Objectives

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#### Lesson 2: The Basics (Part I)

- ▶ Defining Buying Motives
- ▶ Establishing a Call Strategy
- ▶ Prospecting
- ▶ Qualifying
- ▶ Case Study

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#### Lesson 3: The Basics (Part II)

- ▶ Getting Beyond the Gate Keeper
- ▶ Controlling the Call
- ▶ Difficult Customers

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#### Lesson 4: Phone Etiquette

- ▶ Preparation
- ▶ Building Rapport
- ▶ Speaking Clearly- Tone of Voice
- ▶ Effective Listening
- ▶ Case Study

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### Lesson 5: Tools

- ▶ Self-Assessments
- ▶ Utilizing Sales Scripts
- ▶ Making the Script Your Own
- ▶ The Sales Dashboard
- ▶ Case Study

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### Lesson 6: Speaking Like a Star

- ▶ S= Situation
- ▶ T= Task
- ▶ A= Action
- ▶ R=Result
- ▶ Case Study

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### Lesson 7: Types of Questions

- ▶ Open Questions
- ▶ Closed Questions
- ▶ Ignorant Redirection
- ▶ Positive Redirection
- ▶ Negative Redirection
- ▶ Multiple Choice Redirection
- ▶ Case Study

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### Lesson 8: Benchmarking

- ▶ Benchmark Metrics
- ▶ Performance Breakdown
- ▶ Implementing Improvements
- ▶ Benefits
- ▶ Case Study

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### Lesson 9: Goal Setting

- ▶ The Importance of Goals
- ▶ SMART Goals
- ▶ Staying Committed
- ▶ Motivation
- ▶ Overcoming Limitations
- ▶ Case Study

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### Lesson 10: Key Steps

- ▶ Six Success Factors
- ▶ Staying Customer Focused
- ▶ The Art of Telephone Persuasion
- ▶ Telephone Selling Techniques
- ▶ Case Study

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### Lesson 11: Closing

- ▶ Knowing when it's Time to Close
- ▶ Closing Techniques
- ▶ Maintaining the Relationship
- ▶ After the Sale
- ▶ Case Study

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### Lesson 12: Wrapping Up

- ▶ Words from the Wise

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## WEB LINKS

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- ▶ [View this course online](#)
  - ▶ [In-house Training Instant Quote](#)