



## Professional Development Associates

*Facilitating the growth  
of individuals & their  
organizations*

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LEARNING

*Take The Lead.*

# Telesales and Service Series Online

## INTERNET-BASED TRAINING

### Series Modules

#### Initiating the Outbound Call

The relationship representatives establish in the first few seconds of the outbound telephone call will dictate their chances of success. But today it's getting both harder and more important to move quickly to establish a positive relationship with the customer. It's harder, because outbound telesales is a lot more common than it used to be, and the way people use the telephone has changed, too.

In this course, participants will learn how to persuade the person they're calling to spend a few minutes talking to them so that they increase their chances of finding ways in which your organizations' products or services will benefit the customer.

When participants have completed this module:

- They will know how to establish a positive relationship with the customers they have called.
- They will be able to obtain customer agreement to have a conversation (including customer permission to ask questions).

#### Making Customer Recommendations

The recommendation begins where the discovery leaves off—with a clear consensus about the customer objectives. Representatives are not selling products and services, they're selling "solutions" that can help the customer reach his or her objectives.

More than ever, customers are driving change. In order to be competitive in the new century, businesses must focus on customer service in order to stay on the leading edge of a global economy. Technology and the Internet have given customers a new voice, one that is taking on greater emphasis in the business world. With more entry points into your business, your customers' expectations are rising. Training your telesales and service representatives is a smart move in turning those expectations into opportunities for customer retention and increased profits.

Keeping existing customers is far less expensive than finding new ones. Every move your representatives make counts in keeping customers and winning new business. To gain the loyalty of customers, representatives must first gain their trust. That trust is built from trained and dedicated professionals whose sole job is to know their business by:

- Establishing positive relationships.
- Making clear recommendations.
- Negotiating with sensitivity.
- Using effective listening skills.
- Moving confidently to the recommendation stage.

With the Telesales and Service Series Online, you can harness the power of online technology for a new approach to customer sales and service representative training. As the competition strives to differentiate themselves, you'll be building long-term relationships with loyal customers through your well-trained telesales and service professionals. That translates directly to your bottom line.

*Continued on back*

The final "confirming question" to the customer in which the representative and the customer agree that they have understood the customers' objectives correctly is the foundation for their recommendation. In this course, your representatives will learn the four-step recommendation process which is an essential part of customer interactions.

When participants have completed this module:

- They will be able to make clear recommendations to customers about the objectives they plan to meet through the selling interaction based clearly on the clues they identified during the discovery process and the agreement they and the customer have reached.

### **Negotiating About Money**

Many telesales representatives will find negotiating about money to be the most difficult part of the entire selling process. There are a lot of reasons for that. But the reality is that customers expect to pay for the products or services they purchase. The challenge is to manage the financial parts of the discussions with customers in a straightforward and businesslike manner.

During this course, representatives will learn the foundations for selling interactions in which money does not become a bone of contention. They will learn the important steps in the "selling as a service process".

When participants have completed this module:

- They will be able to negotiate about prices in a way that focuses on value rather than cost and that demonstrates sensitivity to customer concerns.

### **Completing the Customer Agreement**

From the moment customer "permission to ask questions" is obtained, your representatives have been building a chain of agreement with the customer. Now it's time to turn that agreement into action. By the end of the recommendation process, the representative and the customer have agreed that the products or services they're proposing will provide customer benefits by helping achieve those objectives.

But for many people—and especially for people who are new at telephone sales—taking that final step of turning the chain of agreement into a clear purchasing commitment from the customer can be one of the most challenging parts of the process.

When participants have completed this module:

- They will be able to move confidently and efficiently from the recommendation stage of the selling conversation to close the sale with a clear customer agreement.

### **The Incoming Sales or Service Call**

The relationship representatives establish in the first few seconds of the customer's call will dictate their chances of success. The first words out of their mouths are the most important part of the whole customer interaction. In the first few seconds, they'll establish whether they and the organization they work for are professional and responsive to their customers, or not.

Representatives want to provide the customer with service, but they also want to look for opportunities to provide products or services to the customer. In this course they will learn what they can do to help make sure the conversation and the relationship with the customer get off to a positive start. They will also learn how they can make the transition from taking an order or providing a service to a sales conversation.

When participants have completed this module:

- They will understand how to use effective listening skills.
- They will be able to demonstrate the ability to identify opportunities to provide customers with additional products and services.
- They will be able to make the transition from a service to a selling conversation with the customer.

### **Enhance the Learning Experience with These Options:**

- Lay the foundation for exceptional customer service with the award-winning *Winning Through Customer Service—New Edition* classroom version and *Delivering Customer Focused Service* and *Dealing with Difficult Customers Situations* online.
- Options in Behavioral/Communication style profiling will help your representatives learn to recognize their own styles and the styles of their customers so they can adapt more quickly in creating rapport.