

## Creative Sales by Telepower

### INTRODUCTION

This course, is not about high pressure selling but a combination of good telephone techniques, preparation, planning and the whole range of telephone selling techniques. The course combines tutorials, individual and syndicate exercises and practical workshops using tele-trainer equipment

### COURSE OBJECTIVES

- **Reviewed** the skills of an effective sales person and identified their strengths and areas for development in relation to this profile
- **Developed** a selling structure based on how people like to buy
- **Explored** and practised questioning and information gathering skills
- **Reviewed and practised** how to handle objections effectively and retain the sale.  
**Developed** the skills to recognise every opportunity when transacting with the client to create situations to close the sale
- **Developed** a Personal Action Plan

**COURSE DURATION:** 1 Day Course

### COURSE CONTENTS

#### Telephone Sales Power

Profile of an Effective Sales Person.  
The Attitudes and Behaviours  
Practical Exercise – Self Analysis

#### RAPOC - A Tried and Tested Structure

The Psychology of Selling.  
Practical Exercise & Case Study

#### Developing the Skills

The Opening  
Gathering Information  
Open & Closed Information  
Features / Benefits and Ideas that attract

#### Handling Objections

Practical Exercise

#### Closing Techniques

Asking for the Order

#### Telepower in Action

Real Life Role Plays  
Closing the Sale  
Using objections to secure the Order

#### Telephone Training Equipment

Practical Exercise

**Personal Development Action Plans to Transfer learning into the workplace**

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