

## One-Day Workshop Telephone Sales Magic



A workshop for new and experienced sales people who sell via the phone

Fee £225

(fee includes workbook, morning coffee, lunch and afternoon tea)

- ♂ With the emphasis on achievement, this results orientated workshop will inspire you to success
- ♂ Learn the secrets of the world's best telephone sales people
- ♂ Learn to make more sales in less time

5<sup>th</sup> February 2009

Presented  
by  
**salesxcellence**

**Call Free Phone 0800 328 0702 to enrol**

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## Telephone Sales Magic



**Telesales Magic** the telephone sales skills course designed to make compelling telephone sales calls that get immediate results. Using the magical communication skills of Neuro Linguistic Programming participants will learn to use the most effective influencing skills available to them today. With simple modelling exercises the participants will easily integrate unique sales skills into their sales calls and will increase their closing rates and results dramatically.

The importance of the telephone in selling is now well documented. This one-day "results-orientated" workshop will help focus your telephone sales people on the skills, techniques and methods required to succeed in Telephone Sales.

**Only practice makes perfect** - especially when it comes to selling products and services on the telephone. **However**, very few people working in the fast growing field of **Telesales** understand what they should be practising. **The fact is** that there's a unique set of techniques and methods that work best on the telephone. In our one-day workshop you will learn how to pick up the phone with confidence and an attitude of success. Learn how you can build rapport quickly on the phone. Identify and pre-empt the objections that prevent you from succeeding.

Learning from the secrets of the world's best sales people and discover their approaches and methods that get them results consistently. The workshop is packed with real life examples that get you results. Learn how to qualify your customer so that you only sell to the people worth pursuing.

- ◆ **Eliminate the fear of calling.** Learn the cause and the solution. With the emphasis on results this hands-on workshop will ensure your success in telephone selling, listen to your trainer make live phone calls during this workshop, and then you call your customers live with the enthusiasm to make the sale there and then.
- ◆ **Building a Model of Excellence**  
NLP (Neuro Linguistic Programming) teaches how you can build a model of excellence for your own beliefs, values and motivations. Learn how to build a winning attitude.
- ◆ **Creating Rapport**  
Learning how to create rapport and build relationships with people on the telephone fast. By building strong relationships through rapport, people are more willing to co-operate with your requests for action. Discover how people communicate and learn how you can easily and quickly communicate in their model.
- ◆ **Embedded Suggestions**  
Wouldn't like to be able to use questions and phrases, which prompt action and commitment. Learning how to use embedded suggestions correctly you can influence people to action.
- ◆ **Buyer's Behaviour**  
Learn how to elicit the buying strategies and how the buyer makes buying decisions - sell the way your buyer buys.

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## Techniques to help make more sales on the telephone



This workshop places emphasis in the "how-to" of constantly bringing new prospects into the sales cycle to generate new business and dramatically increase results. Hear the trainer make *live* calls to one of your prospects! Learn proven methods to gain more sales with decision makers.

*Transform your attitude to selling on the telephone*

Participants will learn:

- Build Rapport Rapidly on the Phone
- The Secret to Cold Calling
- Sales Magic with NLP
- Overcome Call Reluctance
- Develop Listening Skills
- Open the call to create interest
- Build an Elevator speech
- Ask the Right Questions
- 37 Magic Selling Questions that will build interest
- Identify the Decision Makers
- Create Interest on Opening the Call
- The Telephone as a Sales Tool
- What are Buying Motives and Product
- Benefits and Their Critical Connection
- How to Establish A Call Strategy
- How to Qualify Your Customers
- Make every Call Count
- Move the Sales forward positively
- What to do before you pick up the phone
- Getting Past Gate Keepers
- Get out of Voice Mail Jail
- How to Deal with Objection
- 12 Powerful Persuading Words
- Verbal Techniques that build trust
- Use Your Time for Best Results
- Get Commitment
- Avoid unqualified calls
- How to follow up the call
- How to stay motivated
- The Six Ingredients of a Successful Sales Call
- How to Control The Call
- Call Objectives and Their Importance

The workshop runs from 9:15 am to 5:15 pm, fee includes your own personal workbook to build your ideas and scripts that ensure your success in appointment making, morning tea, lunch and afternoon coffee.

Fee £225 (*Fee includes personal workbook, morning coffee, lunch and afternoon tea*)

### **Your Trainer**

Colly Graham formed Graham Associates (now known as SalesXcellence.com) in 1996 after thirty years experience in telephone, field sales and sales management. First working for a Fortune 500 company in fast moving consumer goods, his career progressed from selling capital equipment, financial services to internet services, with a wide management experience in both telephone and field sales. Colly brings thirty years of practical experience of selling and his ability to empathise with sales people and establish immediate rapport and credibility as a trainer. A licensed practitioner of NLP Colly trained with Richard Bandler in 1998. As CEO of SalesXcellence.com has trained and consulted with over three hundred companies since the formation of the company

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# Telephone Sales Skills Workshop

To ensure places in this workshop or to request further information please complete the appropriate sections below and email us at [booking@salesexcellence.com](mailto:booking@salesexcellence.com) **Free Phone 0800 328 702**

**Course:** Telephone Sales Skills **Fee** £225

**Venue:** Holiday Inn Luton **Date:** 4<sup>th</sup> February 2010

Delegate Name .....

Delegate Name .....

Delegate Name .....  
(Send a third delegate and enjoy 20% Discount for this delegate)

Contact Name .....

Position .....

Tele No. ....

Fax No. ....

Email .....

### Invoicing Details

Company Name .....

Address .....

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Town .....Post Code.....

Purchase Order No. ....

Please note that on all public workshops payment is required by the morning of the course. We will fax you joining instructions and your invoice seven days prior to the workshop. Cancellations received within seven days of course commencement cannot be accepted, we will however allow a substitute delegate to attend. Cancellations outside of seven days may transfer to the next course.

Signature .....

Please Contact me regarding the following:

- In-house Training
- Consultancy
- Sales Audit