

# Telesales and Marketing

This programme aims to give telesales people the skills and knowledge to make the most of every telephone call and how to sell the company's product effectively, professionally and profitably. This introductory course is aimed at the sales person who is serious about making successful sales and keeping clients over a long period of time.



**COURSE DURATION: 2 DAYS**



# About the course

SETQAA Accreditation  
Services SETA - Decision Number 2072  
NQF Level: 4  
Credits: n/a

## Target Audience

The target audience would typically consist of telephone and other sales personnel, sales supervisors and managers, marketing managers and practitioners or any person interested in knowledge and skills in the area of telephone sales.

## Training Methodology

The methodology is based on interactive learning ie: learners will learn by doing. Furthermore, learners will use examples from their own organisations, thus ensuring that the learning is anchored at their workplace. Most of the interactive learning will take the form of simulated exercises where participants negotiate sales deals or demonstrate the skills taught. As with all Quintica training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes based training.

## Course Outline

This 2 day course will cover the following modules:

Module 1: Introduction to the telesales process:

- The telephone sales market
- Client response as telephone sales technique
- Cold calling as telephone sales technique
- Chances of success in telesales

Module 2: The psychology of selling:

- Attitude, self-image & self-esteem
- Obstacles to success in telesales
- Consumer behaviour
- The art of influence
- Mind-set & mental victory
- Dealing with difficult customers
- Effective sales prospecting
- 'Farming' vs. 'Hunting'

Module 3: Planning the telephone presentation:

- Defining personal sales purpose
- Building a value frame
- Defining critical success factors
- Defining a winning sales strategy or game plan
- Getting telephone appointments
- Handling incoming and outgoing calls

Module 4: Creating the right impression:

- Projecting personality, interest and enthusiasm
- Characteristics of the professional sales person
- Good telephone manners
- Your voice is your selling personality

Module 5: Successful closing in telesales:

- Closing tactics and strategies
- Keeping a closed sale closed
- Add-on selling
- Creative sales closing
- Keeping your customers coming back
- Understanding what motivates customers to buy
- Pressing the right buttons
- The art of influence, moving people towards 'Yes'

Module 6: Implementing self-motivation techniques:

- Applying the '4-meters away from gold' rule!
- Colonel Saunders tried 1009 times!
- If you don't give up you can't lose!
- Understanding the relationship between quality, service, value & price

## Bookings and Enquiries

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