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1. What makes telephone sales different?

This activity provides an introduction to the pack by identifying the distinguishing features of telephone selling. The key to persuading people to buy is effective communication.

2. Getting your objectives clear and defining your outcomes

Before they can sell effectively, participants need to know what their sales objectives are, and how to plan their calling.

3. Knowing your product

Also necessary for effective selling is knowledge of the product – its positive and negative aspects. This activity will help in the development of positive perceptions of the product or service.

4. Knowing yourself

This activity will help participants to find out what may hinder them personally in making telephone sales, and to recognise the difference between positive and negative selling experiences.

5. Preparation and motivation to sell

Physical working environments have a notable effect on motivation. The way things are done – our ‘rituals’ – can make a difference.

6. Achieving a state of excellence

Participants discover which physical movements make them feel positive towards their task of telephone selling. They experience a visualisation technique to confirm this positive feeling.

7. Anchors

Positive feelings, once identified, need to be 'anchored'; this activity gives practice in developing practical techniques for anchoring.

8. Remaining in a state of excellence

Feeling positive is an intrinsic part of being in a state of excellence; this activity helps participants to achieve this state, to stay within it, and to apply the technique they've learnt to their work.

9. Mental rehearsal

This activity introduces the 'right brain/left brain' concept. Using the function of the 'right brain' in a technique called 'Mental Rehearsal' leads to enhanced sales performance.

10. Understanding how people make sense of the world

'Leading systems', derived from the five senses, are different for all of us. Participants, by learning how to identify their own 'leading systems', can increase sales through identifying the 'leading systems' of their telephone clients.

11. Creating rapport

Rapport is a vital ingredient of successful selling. It can be achieved with the technique of voice 'matching'; participants have an opportunity to practise this skill.

12. Meaning business

To back up rapport, anyone determined to achieve successful telephone sales must ensure what they say sounds convincing. This activity gives participants a chance to practise meaning what they say.

13. How to recognise someone's buying strategy

Different people use different buying strategies. The exercises in this activity will help participants to identify these strategies and how to use them in telephone selling.

14. Handling objections

Everyone engaged in selling has experienced receiving objections. There is a way of dealing with them – it's called 'changing the frame'.

15. Evaluating your performance

The sales objectives identified in *Activity 2* are confirmed here, and participants develop systems for assessing and recording their progress towards these targets.