Advance
Get Ahead

Telephone Techniques Programme

Programmes are a set of individual multimedia courses selected and sequenced to address a broad topic. Courses are made up of a number of units, each of which deals with a particular aspect.

Overview

This programme teaches participants how to arrange meetings, either face to face or on the telephone, at a more senior level.

It will help you to open new doors and improve on current success rates.

The programme also examines how to work successfully with secretaries, executive assistants and PAs. It is a comprehensive guide to cold calling, and describes in detail how to gain meetings with reluctant strangers.

It is a practical, common sense approach, based on years of experience, and should help you dramatically improve on the results you achieve on the telephone.

Target Audience

Sales people, key support staff and sales management with new business responsibilities.

Programme Aims

- To help participants overcome any fear they may have.
- To equip participants with the skills and techniques needed to set up sales meetings on the phone.

Programme Content

The programme contains the following multimedia courses:

Cold Calling

Cold Calling is a tough business. It is time consuming, can be stressful and gets a low hit rate. This course describes how some simple techniques and a knowledge of the process can turn a cold call into a cool one – it will never be warm!

We examine how to create a premise for the meeting – a slogan. You learn how to work with the PA to gain access to Senior Executives, and how to deal with them when you get through, along with many other tools and techniques.

Sales Meeting Objectives

- Sales Meeting Objective Definition

  We examine the difference between the Agenda for a meeting and the Objectives of a meeting. The Objectives are always customer commitments.

  Most people, when asked to describe the objective for a meeting, reply with the agenda. They should learn to reply with the commitment they are seeking.

- Give Them a Decision

  Senior people expect you to give them some sort of decision to make. If you don't give them a decision to make they will be very frustrated with the meeting. Half the problem with dealing with senior executives is that we cannot think of a half way decent decision of them!

  We examine the sort of decisions they might find interesting.

- Practical Next Steps

  This concept of a sales meeting commitment is applied to some specific issues.

• What commitments are needed to gain a solid "Hunting Licence" to get access to the customer's key management?

• What commitments are needed to agree a proper sales project with a prospect?

• We examine Qualification, Timetable, Lobbying and Criteria Commitments

Need Creation

- Benefit Selling vs Criteria Selling

  One way to sell is to wait for opportunities to arise. We do not create the need but we do a good job of showing how we are the best at meeting the prospect's criteria.

  With Consultative Selling, we create the need in the first place. We seek to interest them in our ideas and show them the benefits that arise. We are giving Thought Leadership.

  We need to find TPTPs - Thought Provoking Talking Points.

- Questioning and getting the Prospect to Wallow

  Participants learn the skill of encouraging the prospect to open up and talk about their ambitions, concerns and issues. They also learn how to introduce those company strengths which the prospect might not yet have considered.

Listening

Benefits come in two flavours, business and personal. The personal motivations are a much bigger motivation to buy than the business. Yet they are the hidden agenda. They are rarely discussed; never mentioned in proposals.

Yet understanding these needs are the key to Relationship Management at an individual level.

The participants learn to uncover the personal needs of the people with whom they deal. They learn to tune into the "Emotion Buttons" in a conversation. They learn to encourage the prospect to express their personal ambitions, enthusiasms, fears etc.

Giving Evidence

- Reference Stories
  We examine how to use reference stories:

- to translate our products and services into a language which senior people relate to.
- as the spearhead for prospecting activity in Application Replication.
- as a method of putting across your company case and strengths.

Qualification

- Time Management
  The biggest waste of an account team's time is the sale they lose. If an account team is only winning one third of the sales they work on then two thirds of their selling time is totally wasted. They can claim that they learn something when they lose, but they learn a lot more when they win.

SCOTSMAN

We examine the criteria needed to decide whether or not a project is worthwhile:

- Solution
- Competition
- Originality
- Timescales
- Size
- Money
- Authority
- Need

We examine the verbal and planning skills needed to qualify the opportunities that arise.

Learning outcomes

By the end of the programme you should be able to:

- Select the best sequence to contact and meet prospects.
- Find out the names of key people before you approach the organisation.
- Dramatically reduce tension / fear by being properly organised and prepared.
- Offer a potential client a strong premise for the meeting.
- Deal with executives.
- Deal with PAs to arrange a meeting.
- Deal with PAs to speak to the executive.
- Decide how and when to use voicemail.

If you want to know more about Advance and all our services and products, contact us on:

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"Selling is a process, when it is not a process, it becomes a problem."