

TeleMarketing: That's My Job Calling



Overview:

Telemarketing is cost-effective, stimulates repeat business, expands new sales, helps customers, reduces sales costs, increases profits, and best of all--yields immediate and verifiable results. A well-designed telephone marketing system will likely prove to be one of your most profitable marketing tools. The telephone is one of today's most underutilized and underdeveloped marketing tools, yet telephone training rarely surfaces as a needs assessment.

Learn:

This training will teach managers and support staff the effective telephone techniques necessary to accomplish their goals. The importance and difficulty of transferring information by phone will be highlighted. The skills needed to communicate effectively and accurately by phone will be explained. Basic etiquette for dealing with customers will be outlined. Teaching individuals the importance of correct telephone techniques increases their awareness of their job goals and how they relate to the company objectives. Telephone time will increase both the customer service orientation and profits in any office.

Objectives:

- ❖ Discover methods for making the most of cold calls.
- ❖ Use open and closed questions to clarify the nature of the customer objection..
- ❖ Understand the importance of vocal quality and non-verbal cues.
- ❖ Conquer fear of rejection, focus upon success and develop self-confidence in using the telephone.
- ❖ Learn how to handle the assertive, irate, and passive callers effectively.
- ❖ Understand your client's needs and how your services can help build a positive relationship.
- ❖ Discover the importance of following-up a sale to keep communication open and to avoid future problems.
- ❖ Describe the benefits of handling objections and use a three-step process to handle these objections.
- ❖ React to objections in a manner that defuses the situation.
- ❖ Identify customer's buying and warning signals.
- ❖ Identify obstacles to closing the sale, learn specific guidelines and select strategies for overcoming them.
- ❖ Develop important record-keeping and message taking.
- ❖ Practice, role-play, problem-solve, and discuss.
- ❖ Translate what you learn into action.

AESCHWARTZ & ASSOCIATES

13 Conservation Way • Stoughton, MA 02072

EMAIL: aes@aeschwartz.com

TEL: 781-436-5033

www.aeschwartz.com

www.aespeaks.com

www.schoolformanagers.com

Outline:

Telemarketing's Role In Today's Business

- A. So... What's The Competition Doing?
- B. Sales -- Market Your Business Effectively
 - 1. Planning and developing a functional telephone headquarters
 - a. saving your valuable time and money
- C. The Options -- Determine Your Telephone Equipment Needs
 - 1. The best phone company
 - a. long distance versus local legwork
 - b. what percentage are you willing to pay?

Telephone Etiquette

- A. Transferring of information
 - 1. Communicating your product/service effectively
 - a. Know your organization and what you offer (YOU ARE THE EXPERT!)
 - b. Know what your competition offers (product lines, services, resources)
 - c. Describe what you offer vividly so the prospect can "see" it
 - 2. Targeting specific needs
 - a. What does the person you are speaking with really want
 - b. Asking the right questions and respond clearly with insight
- B. Don't Be A Phony
 - 1. Conquer your fear (rejection, poor prospecting, high efforts/low results)
 - 2. Believe in yourself -- develop self-confidence
 - 3. Non-verbal cues, nervousness, and poor preparation are conveyed
 - 4. When to use humor, laughter, and relevant side comments
 - 5. Knowing what it takes to get and stay motivated
- C. Relationships Sell And Cultivation Is A Must
- D. The Irate Caller Or Spokesman
 - 1. Remember the rule -- "the customer's always right" -- be courteous
 - 2. Sideline the speaker -- diffuse anger without being condescending
 - 3. How to turn negative comments into sales advantages
 - 4. Never apologize for calling
- E. Record Keeping And Message Taking
 - 1. Who, what, where, when, why, and how (accuracy is a must)
 - 2. Recording details -- facts, flavor, special concerns, and next steps
 - 3. Communicating effectively with and through your assistant

The Cold Call

- A. The Call
 - 1. Selling as you ask -- probe for information
 - 2. As a precursor to a personal visit
- B. Networking And Affiliation
- C. The Spoken Word -- Voice
 - 1. Preparation and organization are the keystones to success
 - 2. Be assertive without domination
 - 3. Showing knowledge without being overbearing
- D. "Thanks For Your Time And... How To Get A Bit More Out Of Your Efforts"
 - 1. How to end a call that you made or received
- B. The Basis For Success -- Build A Relationship With Your Client
 - 1. Developing and polishing your interpersonal skills
 - 2. Selling yourself -- not just your product/service
 - 3. Creating a climate of trust and mutual respect between you and your client
 - 4. Becoming a valuable resource to your client

Outline:

Overcome Your Fear of Selling

- A. The Cold Call -- Attitude And Energy
- B. Fear Of Rejection, Poor Prospecting, Knowledge Deficiency, And Low Results
- C. Believing In Yourself -- Develop Self-Confidence
- D. Key Steps To Get And Stay Motivated
- E. How To Handle Nerves, Tension, And Pressure

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 - 3. Communicating effectively with and through your secretary

Selling with Sincerity and Integrity

- A. Problems With Conventional Sales -- Pitches, Games, and Fooling Customers
 - 1. Know everything about your product and you are only half-way there
- B. The Basis For Success -- Build A Relationship With Your Client
 - 1. Developing and polishing your interpersonal skills
 - 2. Selling yourself -- not just your product/service
 - 3. Creating a climate of trust and mutual respect between you and your client
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Action Plans And Summary