



STRATEGIC



DIRECTION



TRAINING ON TARGET

Call Centre Selling

Most call centre staff are trained simply to take customer orders and deal with problems.

This programme, based on the internationally successful programmes developed by Aslan Training and the Alchemy Solutions Group, is designed specifically to help salespeople to add value to their own and their customers' organisations by actively looking for opportunities to up-sell in both inbound and outbound calls.

The programme is in two parts. The first builds measurable, behavioural skills with the sales team, while the second trains managers/team-leaders to assess and coach the skills to the desired level.

Content

The 2-day **Sales** workshop focuses on the skills for the four phases of an effective call:

“Engage” - how to open the call, build rapport and offer one's service without sounding like a tape-recording

“Discovery” – how to question and listen to identify the customer's needs, priorities and purchase criteria

“Build Value” – how to present a product/service/solution in a way that meets the customer's expressed needs

“Gain Commitment” – how to identify and agree the next logical step.

The 2-day **Managers'** workshop takes team leaders through the principles of coaching and trains them in the specific skills for observing and appraising telephone sales calls. After a period (typically 2-3 weeks) of practising with their people and a review session with the trainer, they are able to certify their people as they progress through the skill levels in each phase of the call.