

# Sales and Service on the Telephone



A 1-day programme

## Who for:

Those who work on the customer service desk, dealing directly with customers on the telephone; also anyone whose role involves them in handling customer queries or complaints by telephone, and especially those who wish to use service contacts with customers as opportunities to increase and optimise sales.

## In this programme, you will learn and practise:

- Setting goals and outcomes for telephone contact with customers; service goals, sales objectives, relationship building short and long-term
- Initiating calls; finding the right decision maker; getting past gatekeepers; capturing interest and creating initial impact
- Developing and closing a sales call
- Giving information and advice; scripting and semi-scripting; how to sound natural, friendly and informative
- Questioning and listening to clarify the customer's needs and outcomes; making the most of language and voice to build rapport
- Dealing with confrontational issues and customers; handling challenge and complaints

