

TELEPHONE SALES CALLS



Sales Course

LEARNING OUTCOMES

- Maximise the impact of every sales conversation to leave a strong, positive impression.
- Boost confidence and professionalism to handle calls with ease.
- Use effective questioning techniques to uncover customer needs and guide decisions.
- Improve communication and persuasion skills to connect and engage with customers.
- Build value throughout the buying process to keep customers convinced.
- Identify opportunities for additional sales, cross-selling, and upselling.
- Show what makes your products and solutions stand out.
- Handle objections confidently and turn challenges into opportunities.

COURSE OVERVIEW

This telephone sales course teaches your team how to deliver outstanding customer service while boosting sales. Participants will learn to connect quickly, listen actively, ask the right questions, and respond with confidence. By mastering objection handling, persuasive communication, and professional call techniques, your team will turn every conversation into a positive customer experience—and a sales opportunity.

TOPICS COVERED IN THIS COURSE

Telephone Selling Skills

Live online or classroom training led by an expert trainer, complete with a PDF manual to support learning and reference key techniques.

Course Objectives and Key Principles

Focus on helping customers buy rather than just selling, applying the "Service with a Sale" approach to build trust and long-term relationships.

Improving Your Telephone Skills and Techniques

Learn to structure and control calls, develop a confident and engaging voice tone, build rapport quickly, and capture essential customer information efficiently.

Advanced Call and Meeting Skills

Gain clarity and confidence through summarising and restating, present information concisely, and enhance listening and telephone communication skills.

Connect and Consult

Build instant credibility, qualify customers effectively, and use high-impact questions and active listening to guide conversations productively.

Convince and Commitment for Customer Enquiries

Engage customers using "hot button" statements, link products naturally, overcome objections, present pricing clearly, and close calls successfully.

Follow-Up and Follow-Through

Master strategies to follow up on quotes and enquiries effectively, ensuring no opportunities are missed and relationships are strengthened.

Action Plan and Learning Diary

Develop a personalised action plan to implement new skills, track progress, and ensure ongoing improvement in telephone sales performance.