

# SELLING OVER THE PHONE

## THE FUNDAMENTAL METHODS

### Objectives

- Selling more over the phone
- Increase call efficiency
- Creating a relation environment which would enable cordial trade
- Get the right behavior

### Concerned people

Every person brought to sell over the phone

### Knowledge required

Abilities for human relations

### Duration

3 days

### Pedagogy & Practice

- Lecture
- Experience shared with the participants
- Experienced situations study
- Analysed role-plays
- Self-evaluation form

### Know-How acquired

## MODULE 1 – PHONE CALLS PREPARATION SALES PITCHES

### The phone storyboard writing

5 keys: Contact – Capture information – Convince – Control objections – Conclude

### Differ from the competition

Learning how to create a distinctive strategy – A practical tool

Practice: Creation of a specific tool for your company

### Master your offer presentation

How to structure your speech? – Practical tool example – The EBCD method – Sales pitch for companies which already have written communication tools.

Practice: specific tool creation for your company

### Integrating objections in the sales pitches

Practice: Finalizing the sales pitches

### Good phone calls attitudes

How to create a good environment for trade?

Your physical attitude

Your mental attitude Practice:

Practice: Play-roles.

## MODULE 2 – EFFICIENT CALLS

### Call receipt

Having the fundamental keys Practices:

Call Simulations

### Making contact

How to briefly arouse your interlocutor's interest?

### Capturing: “the pain” of your prospect

How to prepare sales with right questions?

### Convince

Attractive presentation of your offer over the phone

Dealing with objections – Call Simulations

### Controlling

### Negotiation over the phone

### Conclude

How to facilitate your interlocutor's commitment?

### Handling difficult situations


No-grossness techniques – Calming down the aggression – Control the manipulation attempt

Evacuate the « unsaid », a reluctance

Practice : Call simulations



 **Handling your stress**

 **Setting up a personal action plan**

Self-analysis and diagnosis: strong/perfectible points. Improvement objectives