

ExecuTrain Course Outline

Inside Sales Basics

NSL-S0005

1 Day



Description

This one-day course covers telephone sales, prospecting, and reaching decision makers.

Prerequisites

- None

Objectives

Upon successful completion of this course, students will be able to:

- ✓ use phone sales to expand territories, service accounts, make appointments, and manage time.
- ✓ make sales calls via phone.

Outline

Introduction to Telephone Sales

Why Telephone Sales?

Saving Money

Saving Time

Expanding a Territory

Servicing Small Accounts

Making Appointments

Using Time Wisely

Avoiding Procrastination

Setting Goals

Making Calls During "Prime Time"

Tools for Time Management

Documenting Your Sales Efforts

Setting Up a Documentation System

Recording Calls

Daily Sales Activity Sheet

Setting Up a Reminder System for Future

Actions

Making the Calls

Prospecting on the Telephone

Making a Prospecting Call

Establishing Credibility

Getting to a Decision Maker

Doing Your Homework

Qualifying Your Customers

Dealing with Gatekeepers

Leaving Voice-Mail Messages

Making Subsequent Calls