

Closing the Telephone Sale

NSL-S0007

1 Day



Description

This one-day course covers telephone presentations, handling objections, and closing sales.

Prerequisites

- None

Objectives

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

- ✓ make a telephone presentation.
- ✓ handle and overcome objections.
- ✓ close sales.

Outline

Making a Telephone Presentation

- Planning a Telephone Presentation
 - Knowing Your Product or Service
 - Structuring the Presentation
- Delivering the Presentation

Handling and Overcoming Objections

- Understanding Objections
 - What a Concerned Customer is Really Saying
 - Is It Really an Objection?
 - Common Types of Objections
- Using Diplomacy and Tact
- Answering Objections

Closing the Sale

- Gaining Agreement
- Asking for the Order
- Cross-selling and Up-selling Techniques
 - Using Up-selling and Cross-selling Methods
- Confirming the Sale