

## ExecuTrain Course Outline

# Inside Sales Representative Workshop

NSL-S0014

4 Days



## Description

This is a four-day workshop that covers customer service, working with unhappy customers, exceeding customers' expectations, telephone sales, prospecting, reaching decision makers, telephone presentations, handling objections, and closing sales.

## Prerequisites

- None

## Objectives

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

- ✓ apply basic customer service skills.
- ✓ use active listening skills.
- ✓ use telephone skills.
- ✓ work with unhappy customers.
- ✓ exceed customers' expectations.
- ✓ use telephone skills.
- ✓ make a telephone presentation.
- ✓ handle and overcome objections.
- ✓ close sales.

## Outline

### The Basics of Customer Service

The Costs of Poor Customer Service

Who is the Customer?

External Customers

Internal Customers

Managing Customer Expectations

The Importance of Expectations

Influencing Customer Satisfaction

Changing Your Focus

Projecting a Positive Attitude

Where Does Attitude Come From?

Who Pays Your Salary?

Who Do You Like?

Why Do You Have a Job?

The Positive Attitude Test

Documenting Customer Concerns

Embrace the Complaint

Resolving, Tracking, and Assessing

Concerns

Working as a Team

Understanding the Process

Being a Team Player

Communicating with Others

### Listening Skills

Introducing Listening Skills

Examining Your Listening Skills

Active Listening

Re-examining Your Listening Skills

Empathetic Listening

Using Questions

The Role of Silence

Interpreting Responses

Recognizing Individual Sensory Modes

### Making a Connection: Telephone Skills

Making a Good First Impression

Understanding the Importance of the First Meeting

Using Your Skills

Using Your Seven Seconds

The Basics of Making a Good Impression

Using Your Skills

Identifying Callers' Requests

Finding Hidden Messages

Gathering Information

Using Your Skills

Taking Messages

Using Your Message Taking Checklist

Could I Speak with Mr. Bolo, Please?

He Is at His Shrink's

He'll Be Back in a Bit

May I Take a Message?

Taking a Message Accurately

- Using Your Skills
- Placing Calls on Hold
  - Asking for Permission Instead of Forgiveness
  - Do Not Ask and Ignore the Answer
  - Why Am I Holding?
  - Timing Is Everything
  - Thank You for Holding
- Transferring Calls
  - Explaining Why You Are Transferring the Caller
  - Naming Your Replacement
  - Asking for Permission
  - Is Anybody There?
  - Sharing What You Know
  - Using Your Skills
- Leaving Voice Mail Messages
  - Outgoing Does Not Mean Clever Rambling
  - Replying to Voice Mail Messages
  - Leaving Messages for Customers on Their Voice Mail

### **Working with Unhappy Customers**

- Resolving Complaints
  - Please Complain to Me!
  - Do Not Say You Are Sorry
  - Empathizing for Profit
  - The Fix Is In
  - Encouraging Feedback
  - Using Your Skills
- Converting Complainers to Loyal Customers
  - You Want Complainers as Customers
  - Making It Happen
- Handling Angry and Difficult Customers
  - Understanding Behavior and Your Role
  - Winners and Losers
  - The Key to Resolving Conflicts
  - Maintaining Your Composure
  - Calming Customers
- Building Trust with Customers

### **Exceeding Customers' Expectations**

- Determining What Your Customer Wants
  - Why You Need to Know What Your Customers Want
  - What Do Your Customers Want?
- Maintaining Flexibility
  - Flexibility Is Custom Services and Products
  - Integrating Flexibility
  - Flexible from the Beginning
  - Be as Flexible as the Customer
  - Overdelivering in the Wrong Area
- Developing Partnerships
  - Owning Problems
  - Partnering Means Asking
  - What Else Can This Thing Do?
  - Partnering with an Interest
- Encouraging Customer Feedback
  - The New Coke Lesson
  - Opportunities for Feedback
  - What Happened to All the Customers?

### **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

### **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