

ExecuTrain Workshop Outline

Business Skills for the Inside Sales Professional

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.

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

Introduction to Customer Service

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 Seven Seconds
 - The Basics of Making a Good Impression
- Identifying Callers' Requests
 - Finding Hidden Messages
 - Gathering Information
- 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
- 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
- Leaving Voice Mail Messages

Outgoing Does Not Mean Clever
Rambling
Replying to Voice Mail Messages
Leaving Messages for Customers on Their
Voice Mail

Managing Customer Expectations

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?

Inside Sales Basics

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

Closing the Telephone Sale

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