

SALES MINDSET

SALES TRAINING & COACHING

COURSE OUTLINE: CALL CENTRE (OUTBOUND) SALES SKILLS (1 DAY)

INTRODUCTION:

- Understanding how the **world of sales has changed** in the last 10 years
- Defining the **characteristics of top sales performers**.
- Getting clear on **company, brand, and individual differentiators**.
- Understanding the different **buying styles** and how to adapt your selling style.
- **Changing your perception of yourself as a salesperson to reduce resistance from the buyer.**

SALES SKILLS:

- Getting clear on your **call objective** prior to making a call.
- Understanding the art of **successful interruption**.
- The 5-step telephone **prospecting framework**.
- All you need to know about **cold calling scripts, stats and conversion ratios**.
- **Building loyalty** by creating **rapport** and an **emotional connection -FAST!**
- Overcoming **reflex responses, brush-offs and objections**.
- Breaking down **buyer resistance** by establishing the right motive for selling.
- The **10-80-10** rule.
- **Diagnosing the client's needs & wants using skillful questioning techniques**.
- **How to sell the features and benefits of your product or service**.
- The importance of linking **your solution to the outcome** they will experience, so your solution becomes **THEIR** only possible solution.
- How to create massive **value** throughout the **sales process (Price Vs Value)**
- How to **build credibility and trust** with your clients as quickly as possible.
- Why being a **product / service expert is so critical to closing your sale?**
- How world class **customer experience** leads to **repeat business & customer loyalty**.
- **Demonstrating leadership** and helping the customer make the right decision.
- Identifying **buying signals** so you can move the prospect to the sale.
- How to **upsell** and **cross-sell** your products or services to clients.
- **The 8 principles of influence** and how to use them to close more sales.
- Ensuring you get the **small "yesses"** throughout the sales process so closing becomes easy.
- Closing techniques that work.

TARGETS AND OUTCOMES:

- How to **reverse engineer sales targets** by linking targets to your **Greatest Impact Activities**.
- The importance of measuring and tracking your activities.
- Learn how to **create predictable outcomes** in sales including targets and commission.
- How to work the **power of small percentages** to **increase profits significantly**.