



# Phone Sales Success

## Course Description:

Whether you're cold calling, calling as part of a prospecting campaign, following up on referrals, or calling established clients, phone selling is a skill that CAN be developed. Much of phone sales starts with your level of confidence in your service or product and of course YOURSELF! The data suggests that over two-thirds of salespeople are actually doing things during selling situations that actively hurt their sales. Don't let this be you. In a world where more than half of the average salesperson's day is spent not actually selling, phone sales is more valuable than ever.

## Course Objectives:

**After completing this training, you will have the tools and confidence necessary to be more effective at positively influencing your prospects and current clients towards consistent sales.**

- Understand how your self-image drives your sales performance
- Overcome phone phobia
- Learn how to sound authoritative on the phone
- Learn the skills of "connecting" through the phone
- Learn cold calling techniques
- Learn the skill of influence
- Identify self-defeating behaviors and turn them around immediately
- Learn how to understand your prospects buying style
- Handle resistance like a pro
- Understand what keeps people from making decisions
- Learn how to provide value with every customer phone interaction