



# Telephone Selling Skills

## 1-Day Workshop

MTD Sales Training, 5 Orchard Court, Binley Business Park, Coventry, CV3 2TQ  
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## MTD in numbers...

2001



the year that MTD has been working with a wide variety of clients (both large and small) in the UK and internationally

25



the number of countries in which we have delivered training

9,000+ clients



250,000+

people trained



49



head office staff, trainers and consultants

4



accreditations  
ILM CPD ISM CMI

96%

Feefo customer satisfaction rating



5

awards won – CIPD, Personnel Today, Learning Awards & HRD

1



head office based in the Midlands and we have Local offices in London & Manchester too



2,000+

digital learning assets available

*"We strongly recommend MTD as a training provider for their professionalism and for the results we've achieved."*

HR Manager



### IN-HOUSE, BESPOKE TRAINING

We will design and deliver a sales training solution that suits your specific needs, addressing the issues and requirements from your training brief that best fits your culture, learning style and ways of working.

### OPEN COURSES

From sales people with no previous experience through to sales directors, we run a number of open courses to suit all levels. These are delivered throughout the year at various locations in the UK.

### SALES DEVELOPMENT PROGRAMMES

Modular, on-going sales development programmes designed around the needs of your sales people and business. These can range from 5 days to 2 years in duration.

### ONLINE SALES TRAINING

We offer a range of online sales courses that can lead to a formal sales qualification.

### BLENDED SOLUTIONS

We can offer a fully-blended solution to include not only workshops but also e-learning video, audio, podcasts, webinars, infographics – you name it!

### SALES ASSESSMENTS

Want to benchmark your skills against the best? Our MTD Sales Insight tool will be able to tell you your strengths and weaknesses as a modern day sales professional.



### OUR KEY UNIQUE SELLING POINT

*"Bespoke, practical and quality training delivered by a trainer experienced in your industry is a "given". Where we really make a difference is how we help your sales people to embed and implement the learning after the course. We offer industry-leading post-course support to make this happen so you get a real, tangible return on your investment"*

*"An excellent, well thought through approach to creating a modern and relevant development program. MTD are inspirational and approachable with years of experience. They have been able to adapt the style and approach to meet the needs and ability of our company to get the results we wanted."*

People, Performance and Development Manager

## MTD Have Worked With...

**Credibility** and **trust** are two important factors when selecting an external training partner as you will want to know that you are in safe hands.

From multi-nationals through to the small business, no matter what your industry, size or complexity, we have delivered training to over **9,000** different organisations and have helped over **250,000** sales people that include:



"We have used MTD for several years now because they are exceptional. Great trainers, easy to work with and deliver the results we need."

Head of HR



A 1-day workshop where you will learn how to...

Learn The Right Approach, Techniques And Strategies To **GENERATE** More New Business, Set Up Those **APPOINTMENTS** And **CLOSE** More Sales Over The Telephone

### Overview

This **1-Day Telesales Training Course** is designed to help you generate more leads, set up more appointments, and make more sales over the telephone.

You will learn the **essential telephone selling skills** needed to feel comfortable with cold calls and develop the techniques and strategies for lead generation and selling over the telephone.

The course is **formally endorsed by the Institute of Sales Management (ISM)** and is CPD Certified.

After attending, you will receive the "Telephone Sales Professional" **certificate from the ISM** and a **CPD Certificate** at no extra cost.

### Who Will Benefit From The Course?

- Telesales staff
- Telemarketing staff
- Incoming call handlers
- Outbound sales staff
- Business development managers
- Sales people who have had no formal training on the subject before
- Sales people who need a refresher and need to get "back to basics" and to refocus their efforts
- New sales people
- Client relationship managers
- Account managers
- Business development managers
- Commercial managers

### What Will You Gain From the Course?

- Learn what a great job looks like
- Learn the most effective outbound telephone sales calling model
- Learn how to identify the specific needs of your client and how to match these with your offer
- Learn high impact opening statements
- Learn phrases and one-liners to progress the sale
- Learn how to avoid those dreaded silences if things are not going your way
- Learn how to respond to objections and excuses
- Learn how to ask for the appointment or the sale
- Enhance your questioning and listening skills
- Learn closing techniques of how to get to that "YES" and close the sale
- How to get your point across without the waffle
- Learn how to build effortless rapport with your prospects

## **Introduction & Objectives**

### **Understanding The Telephone Sales Process**

- Learn the different stages of the telephone sales cycle and how to set appointments or make sales over the phone.
- Understand what influences a decision and how prospects process decisions while on the phone.

### **Openings With Impact**

- Discover how to open your calls for maximum impact and control the call.
- Learn how to get through the gatekeeper and to the decision maker.
- Learn how to plan and prepare for your calls and take your conversation to the next stage.

### **Understanding Your Prospect's Needs**

- Learn how to step into your client's shoes and see the situation from their position.
- Adapt your approach based on what your client wants and position yourself, your company, and your product accordingly.

### **Telephone Responses & Statements/Phrases To Use**

- Discover actual words, sentences, terminology, and phrases to use during your calls.
- Learn how to respond to common objections such as "I haven't got the time" and "We don't have the budget."

### **Getting To The Close & Asking For The Business**

- Learn strategies for identifying buying signals, knowing when the right time is to close, and how to close more prospects.
- Develop a range of cold calling tips and examples to improve your results.

### **Close & Actions**

- Summarise what you've learned and plan your actions for applying your new skills and strategies to your telesales approach.

## Client Comments From Previous Open Courses:

"Prior to attending this course my sales had been a sore topic, it just wasn't happening basically. With average monthly sales of £3,000 prior to the course it was a much needed! Since then, I nervously changed what I was saying on the telephone and monitored how my calls were going. I am now sitting on a total of £13,725 currently (April sales) with more due to come in before the end of the month, March was a decent month also with around £7,000 worth of sales. Things since the course have definitely picked up, my confidence speaking with people on the phone, my ability to adapt what I am saying to people, the ability to deal with objections better, its all been great since the course. Just thought I'd send an email to let you know how I have been getting on and to thank you for the course, it was just fantastic"

**Sam Skelly – Telesales Assistant – NBS**

"The sales course was dynamic and very beneficial. I was struggling to make sales before but now I feel really confident that when I get back to the office I'll be able to improve upon my figures"

**Grace Mupfurutsa - Sales Liaison Manager - Churchill London**

"I found the course very useful and plenty of good information to take away and use in the future. I really enjoyed the day and I have gained a lot of confidence from Mike's techniques. Really well presented"

**Paula Murray – Sales Engineer – Calgon Carbon**

"10 out of 10. The application of the techniques will improve every aspect of my sales cycle as a whole. All I can say is that at not one point of the course did I want to be anywhere else, it was engaging and fun. My idea of how education should be!

**Jamie Gow - Sales Account Manager - NJW Ltd**

"Mark kept the subject matter fresh and made it relevant to all participants. I specifically liked the section on questioning techniques and understanding the needs of my clients and then presenting my product and services in light of this"

**Georgia Hellend - CRM Manager - HCML Ltd**

"The course formalised selling into a process which I could easily understand and pathed the way for long term sales success. Mark was enthusiastic (not overly so) and inspirational"

**Paul Callaghan - Sales Engineer - Aibly Shelters**

"Mark was very good. The course was well presented and very relevant to my role as sales director"

**Paul Getland - Sales Director - NJW Ltd**

"Thanks for the course, it was great. Rest assured, I wouldn't have any problems recommending the course to my fellow colleagues. I found it extremely useful and thought provoking and thought the course leader was a great facilitator and tutor"

**Garry Cochrane - Account Manager - Fine Ltd**

"This course will give me the competence to succeed and was exactly what I needed. I now understand my buyers a lot better and I have improved my questioning skills so much. Mark was excellent with a thorough knowledge of the subject - it was great fun with a nice bunch of people too"

**Parminder Singh - Industrial Sales Co-ordinator - Rotherham College**

### **Manchester**

**Village Manchester Cheadle**, Cheadle Road, Cheadle, SK8 1HW

**Crowne Plaza, Manchester Airport**, Ringway Rd, Airport, Manchester, M90 3NS

### **Coventry**

**The Village Hotel & Leisure Club**, Dolomite Ave, Coventry, CV4 9GZ

### **Heathrow**

**Hilton Garden Inn Heathrow Airport**, Eastern Perimeter Road, Hatton Cross, London, TW6 2SQ

### **Central London**

**DoubleTree by Hilton Central London**, 60 Pentonville Road, London, N1 9LA

### **Require Accommodation?**

MTD Sales Training has negotiated special discounted rates with local hotels if you need somewhere to stay.

Please contact us and we will make sure that you receive preferential rates.

### **Start/Finish Times**

Start: 9.30am

Finish: 4.30 – 5.00pm



## Why Do Companies Choose MTD?

### Registration Fee

The course fee is **£295 + VAT**

### Included Within The Registration Fee:

- Course manual
- Course materials
- Buffet lunch
- Servings of tea and coffee throughout the day
- ISM "Telephone Sales Professional" certificate & CPD certificate
- Unlimited email and telephone support from your trainer after the course

### Formal Endorsed Qualification & Certificate

The Telephone Selling Skills Course is a formally endorsed qualification by the **ISM** and is also **CPD Certified**. Upon attending the course you will receive the "**Telephone Sales Professional**" certificate from the ISM and a CPD certificate.



## Ongoing Support After The Workshop



After the training, your sales people can email their trainer at any time for help or guidance. They might be implementing some techniques that they have covered on one of the workshops and want some tips on how to implement it for their specific situation.

Whatever the reason, your trainer is available for your staff whenever you need us.

Learning is just the start of the process! We will be with you every step of the way while your staff implement what they have learned.

### Next Steps & Booking Information

#### Questions/Queries

Call us - 0333 320 2883

Email us - [enquiries@mtdsalestraining.com](mailto:enquiries@mtdsalestraining.com)

### Once You Have Booked

We will then send you a confirmation letter, invoice and joining instructions. You can pay through invoice or card.

#### Booking

If you would like to book a place on this course please call us on **0333 320 2883**.

Alternatively please book online at:

<http://www.mtdsalestraining.com/telephone-selling-skills-booking-form>.

Details of locations, dates and availability for each course are at:

<http://www.mtdsalestraining.com/schedule>