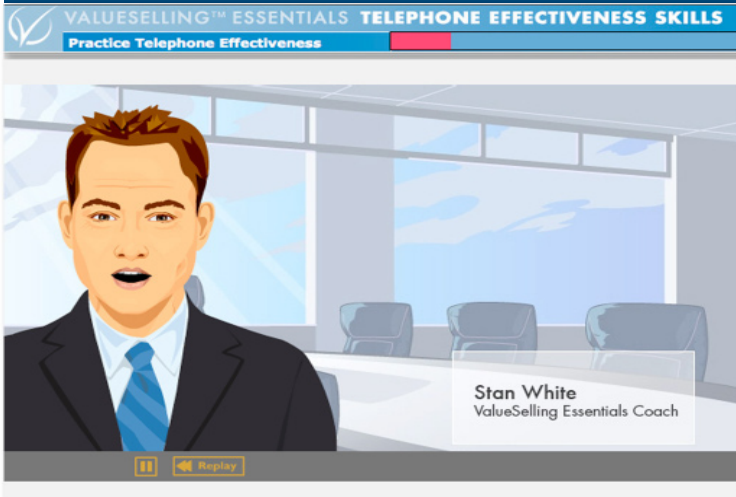


ValueSelling Essentials[™] Telephone Effectiveness



Throughout your sales career you will probably spend more time on the telephone than with any other sales communication medium. Whether prospecting, qualifying those prospects, following-up on meetings, closing a deal, building relationships, or servicing clients, your effectiveness on the phone is essential to your sales success. And that isn't likely to change anytime soon. For even as other communication channels proliferate in the business world, none are likely to offer the impact and value, along with time and cost efficiency of the telephone.

TELEPHONE EFFECTIVENESS

By effectively engaging your customers and prospects in productive telephone conversations, and maximizing the time you spend on the phone, you can shorten your selling cycle and achieve your revenue and market share goals. In this course you will learn call-planning strategies, voice-matching techniques, and how to enlist telephone gatekeepers. You will also be presented with practice exercises in phone productivity, opening statements that grab attention, and voicemail presentation techniques to help you get more value from the time you spend on the telephone.

COURSE OUTLINE:

- Self Assessment
- Introduction to Tactics:
 - Part 1: Preparation
 - Part 2: Techniques
 - Part 3: On the Phone
- Practice Telephone Effectiveness
- Knowledge Challenge

WHAT IS VALUESELLING ESSENTIALS[™]?

ValueSelling Essentials[™] is a series of 10 e-learning courses, each 45 minutes in length, designed to build basic sales skills and increase win rates. The series utilizes the natural advantages of the latest technology to facilitate efficient and effective learning. The innovative e-learning instructional design engages sales professionals in courses that provide a memorable and compelling professional development experience. Using simulations to promote the highest level of interactivity with the participant, ValueSelling Essentials can be customized for large enterprises to tailor the look and feel of the series to the company's character. In addition, all the courses in the series can be adapted for specific uses.

ValueSelling Essentials is built to the highest standards and is Sharable Content Object Reference Model (SCORM) compliant. In addition, it is closed captioned for the hearing impaired.

The ValueSelling Essentials series of e-learning courses can be purchased in its entirety or by individual course. Each course includes tactics, techniques, simulations, and assessments to teach and refresh all of the skills necessary to succeed in any sales situation.

Because of the rich instructional design, the ValueSelling Essentials courses can be tailored to any company, language, or selling situation.

For more information, visit www.valueselling.com.