

TE Telephone Effectiveness

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.

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

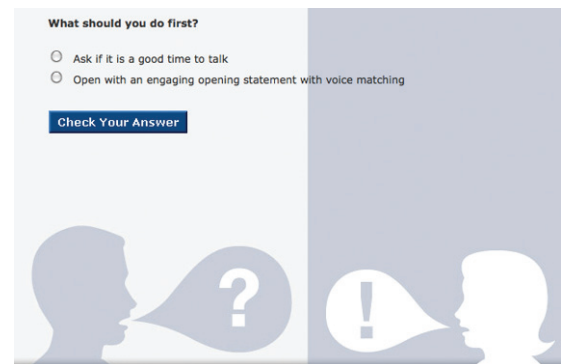
Part 2: Techniques

Part 3: On the Phone

Practice Telephone Effectiveness

Knowledge Challenge

eLearning with real-world relevance



Each course includes tactics, techniques, simulations, and assessments to teach and refresh all of the skills necessary to succeed in any sales situation.

Designed for adult learners



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

What is ValueSelling Essentials®?



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.

The ValueSelling Essentials series of e-learning courses can be purchased in its entirety or by individual course.

ValueSelling Essentials is built to the highest standards and is SCORM-compliant. In addition, it is closed-captioned for the hearing impaired.

For more information, visit <http://www.valueselling.com/our-solutions/valueselling-essentials.html>



is a series of 10 e-learning courses, each 45 minutes long, designed to build basic sales skills and increase win rates. The series utilizes the latest technology to facilitate efficient and effective adult learning.

Communication Techniques

PP Persuasive Presentations	TE Telephone Effectiveness	SW Sales Writing	IC Interpersonal Communications
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Client-Facing Skills

CR Customer Retention	NEG Negotiating	PQ Prospecting & Qualifying	EXE Selling to Executives
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Productivity Skills

TPM Time & Productivity Management	TS Team Selling
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About ValueSelling Associates

ValueSelling Associates, based in Rancho Santa Fe, CA, is the creator of the ValueSelling Framework®, the sales methodology preferred by sales executives around the globe. Since 1991, ValueSelling Associates has helped thousands of sales professionals increase their sales productivity. Offering customized training to FORTUNE 1000 companies, mid-sized businesses, to early stage startup organizations, ValueSelling Associates' proprietary sales training tools and consulting services deliver measurable results.

Clients turn to the experts at ValueSelling Associates for classroom and online training and consulting services that yield immediate impact, repeatable strategies, and sustainable results.

Visit www.valueselling.com.

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