



## Telemarketing: Sales Success on the Phone

2-Day Sales Training

# Sales Success on the Phone: Starting Point & Objectives

Contents and value of the sales training

Your Value

## Content of Training

### The VICTORY method for your sales success on the phone

- Which approach is necessary for proactive sales assistance
- How to positively influence your approach with the "Champion's Formula"
- How to get your customer's attention immediately
- When and how to best begin with the sales pitch
- How to recognize and awaken the needs of your customers
- How to illustrate the advantages to yourself and your customers with the ENC technique
- How to differentiate between "objections" and "excuses" in customer resistance

## Afterwards you'll be able to....

### Afterwards you'll be able to:

- Attain additional sales during the sales talk in an off-hand, friendly way
- Control the conversation with professional questions and convey expertise
- "Listen actively" and pinpoint the needs and motives of your customers
- Sell individual customer value, not a similar product
- Deal properly with objections
- Expertly apply closing techniques tailored to individual clients
- Motivate yourself when providing sales assistance
- Create even closer ties between your satisfied customers and your organization
- Conduct real-life calls on Day 2 together with the trainer using our "ping-pong" method

# Analysis, Behavior, Management

## Behavior

## Management

What to say  
How to act  
Getting motivated

Getting organized  
Strategy – Leadership  
- Goals



## Analysis

Market  
Company  
Customers  
**ON THE PHONE**

### Sales Success on the Phone:

The training is based on the latest findings in neurobiology and psychology, and is embedded in practical experience.

Intense fact-finding prior to the training is vital since the corporate culture and personalities of the participants are essential components of the training.

# Becoming a Sales Pro in 3 Steps

Representation of the structural approach

Agenda

## Understand & Identify

1

- What kind of telephone person am I and how to motivate myself to pick up the phone
- How do I come across - and with whom - on the phone

## Learn the trade

2

- Develop theory and real-life applications of industry-specific formulations - Practice and receive professional feedback

## Apply to real life

3

- Real-life calls with the trainer - Transfer tasks for real-life use-cases - Unlimited contact with the trainer following the training
- Ideal: On-the-job coaching on a regular basis



## Understanding - Identification

- Develop & analyze the individual phases of a call
- How to recognize and apply my strengths
- Identification: How do I recognize the customer value, and how do I complete a call

## Hearty Approach

- Enjoy training and expand my comfort zone in sales
- Test out the approach during the training and later in real life
- Calling customers with determination and completing calls with confidence

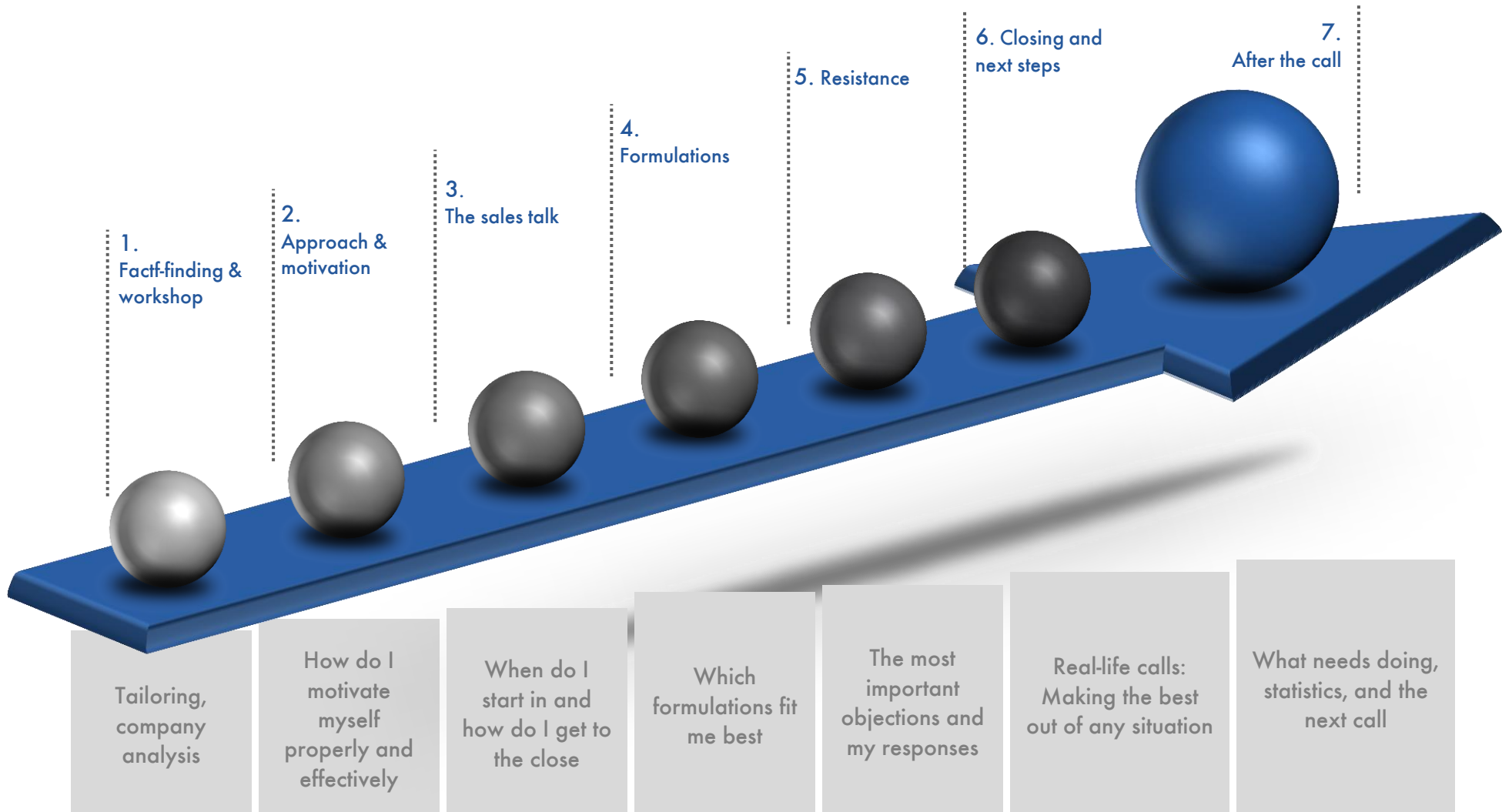
## Practicing and Mastering

- Practice tailor-made formulations until you know them by heart
- Real-life calls with the trainer using our “ping-pong” method
- Transfer tasks for real-life use-cases
- Life coaching on a regular basis

# Scripting for All Aspects of Telephone Marketing

Becoming a TOP salesperson on the phone in two days

Training Structure



	Step	Duration	Investment Costs	
optional	1	1.5 days	In-house + prior consultation, including analysis	€ 1,950
	2	2 days	2-day training with real-life calls  Scripting (included)	€ 1,950/day (up to 12 participants)  € 2,450/day (more than 12 participants)

Including training material in electronic format

The seminar room can be provided by the customer. Otherwise, we can offer seminar rooms in Vienna for €59 per person, including catering. Services for the participants following the seminar will be charged €195 per hour.

All listed fees are net, 20% VAT not included. Travel costs will be charged separately. Austrian law applies. Payable 14 days after receipt of bill/end of seminar.

We're always glad to answer  
any questions you may have!

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