

**Telesales Workshop**

“If you want something you have never had, you must be willing to do something you have never done.” — Thomas Jefferson



 Telesales Workshop

Duration: 1 Day

No of Participants: 25-30 Pax

Timing: 9:30 A.M- 5:30 P.M

Target Audience

* Individual Contributors
* Supervisors
* Early Team Managers
* Employees of Telesales Department

Workshop Objectives

* Introduction to Telesales
* The Telesales Process
* Mastering the Sales Pitch
* Understanding Customer Needs
* Product Pitching & Handling sales Objections
* Common Telesales Etiquettes

Workshop Outline

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| **Sr. No.** | **Time** | **Topic** |
| 1 | 9:30- 10:15 AM | **What’s In It for Me*** Workshop Intro & Agenda
* Ground Rules
* Icebreaker
* Facilitator Intro
* Participant Intro & Expectations
 |
| 2 | 10:15- 10:30 AM | **Pre-Training Assessment** |
| 3 | 10:30- 11:15 AM | **Introduction to** **Telesales*** Understanding the Role of Telesales in the Sales Process
* Key Differences Between Telesales and In-person Sales
* Benefits and Challenges of Telesales
* Cultivating a Positive Attitude for Telesales
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| 4 | 11:15 -11:30 AM | **First Tea Break** |
| 5 | 11:30 -12:15 PM | **The Telesales Process*** Understanding the Sales Funnel
* Suspects and Prospects
* Lead Categories- Hot, Warm & Cold
* Engaging and Qualifying Prospects
* Techniques for Handling Gatekeepers
 |
| 6 | 12:15 - 01:00 PM | **Mastering the Sales Pitch*** Tele calling Script- Need & Reason
* Components of a tele calling script
* Greetings over the call
* Generating Interest
* Generating appointment/ Opportunity
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| 8 | 1:00 – 1:45 PM | **Lunch Break** |
| 7 | 1:45 – 2:30 PM | **Understanding Customer Needs*** Active Listening Skills
* Art of Effective Questioning and Probing
* Developing a Confident and Professional Tone of Voice
* Doubts Clarifying & Reconfirm
 |
| 9 | 2:30 – 3:30 PM | **Product Pitching & Handling sales Objections*** Product Pitching- Features & Benefits
* Identifying Common Customer Objections
* Effective Techniques for Handling Objections
* Turning Objections into Opportunities
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| 10 | 3:30 – 4:00 PM | **Common Telesales Etiquettes*** Understanding and Adhering to Legal and Ethical Guidelines
* Respecting Customer Privacy and Consent
* Building Trust and Credibility with Integrity
* Tone & Pitch
* Volume & Clarity
 |
| 11 | 4:00 – 4:15 PM | **Second Tea Break** |
| 13 | 4:15 - 4:30 PM | **Recap** |
| 14 | 4:30- 4:45 PM | **Post Training Assessment** |
| 15 | 4:45- 5:30 PM | **Closing*** Feedback forms
* Q&A (If any)
* Closing Video (If any)
* Group Photo
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\*This Workshop outline is based on the industry best practices and will be customised after discussion with the client.\*