

**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 2 Days

Duration: 2 Days

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 any telesales department

Workshop Objectives

* Introduction to Telesales
* Developing a Winning Mindset
* The Telesales Process
* Building Rapport and Trust
* Preparing for Successful Telecalls
* Mastering the Sales Pitch
* Understanding Customer Needs
* Common Telesales Etiquettes

Workshop Outline

|  |  |  |
| --- | --- | --- |
| **Day 1** | | |
| **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 |
| 4 | 11:15 -11:30 AM | **First Tea Break** |
| 5 | 11:30 -12:15 PM | **Developing a Winning Mindset**   * Telesales Myths * Cultivating a Positive Attitude for Telesales * Building Confidence and Resilience * The Power of Belief in Sales Success |
| 6 | 12:15 - 01:15 PM | **Preparing for Successful Telecalls**   * Tele calling Script- Need & Reason * Components of a tele calling script * Greetings over the call * Generating Interest * Generating appointment/ Opportunity |
| 8 | 1:15 – 2:00 PM | **Lunch Break** |
| 7 | 2:00 – 2:45 PM | **Building Rapport and Trust**   * Establishing a Warm and Friendly Introduction * Building Rapport- The meaning * Ways to build Rapport with customer/ prospect * Things to avoid in Rapport Building |
| 9 | 2:45 -3:30 PM | **The Telesales Process**   * Understanding the Sales Funnel * Suspects and Prospects * Lead Categories- Hot, Warm & Cold * Engaging and Qualifying Prospects |
| 10 | 3:30 – 4:00 PM | **Tele Sales Communication**   * Tone * Pitch * Volume * Empathy * Assertive communication |
| 11 | 4:00 – 4:15 PM | **Second Tea Break** |
| 13 | 4:15 – 4:45 PM | **Telecalling Practice-** |
| 14 | 4:45- 5:30 PM | **Closing & Recap**   * RECAP * Q&A (If any) * Closing Video * Home work for day 2(Optional) |
| **Day 2** | | |
| 1 | 9:30-10:00 AM | **Recap Day-1** |
| 2 | 10:00- 11:00 AM | **Understanding Customer Needs**   * Active Listening Skills * Art of Effective Questioning and Probing * Doubts Clarifying & * Reconfirm |
| 3 | 11:15 -11:30 AM | **First Tea Break** |
| 4 | 11:30 - 12:15 PM | **Pitching Products**   * Understanding USP * FABing technique of Pitching * Features of the produ Handling Sales Objections ct/solution * Converting USP into elevator Pitch * Utilizing Features, Advantages, and Benefits (FAB) Approach |
| 5 | 12:15 - 1:15 PM | **Handling Sales Objections**   * Objection / opportunity * Challenges with objection Handling * Objection handling techniques |
| 6 | 1:15 - 2:00 PM | **Lunch Break** |
| 7 | 2:00 - 2:15 PM | **Energizer** |
| 8 | 2:15 - 3:00 PM | **Handling Follow-ups and Next Steps**   * Managing Post-Call Activities * Effective Follow-up Techniques * Nurturing Leads and Building Long-term Relationships * Setting Appointments and Closing the Loop |
| 9 | 3:00 - 4:00 PM | **Managing Time and Stress during Tele-calling**   * Prioritising * Dealing with Urgent & Important tasks * Stress Management Techniques for High-pressure Situations * Maintaining Motivation and Enthusiasm Throughout the Day |
| 10 | 4:00 - 4:15 PM | **Second Tea Break** |
| 11 | 4:15- 4:30 PM | **Common Telesales Etiquettes**   * Understanding and Adhering to Legal and Ethical Guidelines * Respecting Customer Privacy and Consent * Other common etiquettes |
| 12 | 4:30- 4:45 PM | **Recap** |
| 13 | 4:45- 5:00 PM | **Post Training Assessment** |
| 14 | 5:00- 5:30 PM | **Closing**   * Feedback forms * Q&A (If any) * Closing Video (If any) * Group Photo |

\*This Workshop outline is based on the industry best practices and will be customised after discussion with the client.\*