



## Inbound/Outbound Selling

### **Duration: One-day Workshop**

Are inbound/outbound sales your company's primary channel for promoting your products and services, generating new business and expanding your customer base? If the answer is "Yes" then having employees who possess the right attitude and skills to place or receive calls to and from potential clients, and generate sales, is critical to the success of your business. With rejection being a reality of the profession, participants will also look at effective ways to maintain a positive attitude and stay motivated. This course will improve an employee's confidence and effectiveness, resulting in positive customer relationships and increased sales by employees.

### **Objectives**

- Discover how pre-call planning will give you a competitive advantage.
- Identify customers' needs through effective listening and questioning techniques.
- Cross sell and up-sell with confidence.
- Present recommendations based on customers' needs.

### **Workshop Topics**

#### *Pre-Call Planning*

- Setting call objectives
- Know your competition

#### *Needs Analysis*

- Using voice mail as a sales tool
- Reaching the decision maker
- Establishing a rapport
- Getting past the "screeners"

#### *The Call Connection*

- Types of questions
- Listening for buying clues

#### *Presenting Recommendations*

- Based on customers needs
- Presenting benefits statements

#### *Confirming and Closing the Sale*

- Gain commitment to buy
- Handling buyer concerns
- Finishing the interaction
- Assuring customer satisfaction
- Going the "extra mile"