

# Effective Telemarketing



Many companies have office teams servicing existing customers by phone. They receive calls, take enquiries, take orders etc.. These teams are a no cost source of additional business but need to be skilled and to understand the process of customer service style sales on the phone.

There are also teams who are asked to make outbound calls for appointments. This programme delivers key skills in this area.

The role of the telephone continues to be important in the business world today. So staff needs to be skilled and confident to use the telephone as a business development tool.

The method by which we treat customers and handle the call is of major importance in **creating new customer relationships** and **endorsing brand name & image**.

## Programme Objectives

- Great customer satisfaction
- Great telephone technique
- Maximise effect of the call,
- Graft on sales revenue skills

## Programme Content

- **The role of the telephone in business, - links to online etc**
- **Structuring telephone calls**
- **Pitch, tone and initial greetings**
- **First impressions**
- **Getting past the gatekeeper**
- **Building rapport with current and potential clients**
- **Inbound/outbound calls – the differences**
- **RFM Sales Ladder**
- **Understanding customers**
- **Product knowledge on the phone**
- **Buying signals**
- **Clinching business**
- **Offering more to customers**
- **Link sales, upselling, Xselling**
- **Handling objections**
- **Awkward customers**
- **Creating the loyal customer**

This programme is of great benefit to any staff involved in everyday usage of the telephone - from administrative support staff to customer care and client services and account managers.

A basic course costs from £70 per delegate (based on 12 per group). Skills funding grants may be available in some areas.

## What previous delegates have said:

*“Take this opportunity to help you and your company”*

*“It is well worthwhile”*

*“Great staff training and team building”*

Previous clients include:

- Food & drink companies who are taking orders on a regular basis
- Wholesalers who have a team working on repeat order basis
- Hotels and hospitality outlets taking bookings

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