

Cutting Edge Phone Sales

Poor Phone Skills and Processes Can Cost a Company Millions! This Program Stops Both – Cold.

Course Objectives

Classes can meet in four 3.5 hr sessions spaced a week apart or in two straight days.

Session/Week 1:

- Setting the Right Attitude
- Why Our Customers Need Us
- Telephone Lead Generation
- Gatekeepers and Voicemail

Session/Week 2:

- Selling Step 1: Build Rapport
- Selling Step 2: Uncover Needs
 - Questioning
 - Consultative Selling

Session/Week 3:

- Selling Step 3: Offer Solution
- Selling Step 4: Pre-Close
- Selling Step 5: Closing

Session/Week 4:

- Overcoming Objections
- Customer Follow-Up
- Sales Contest

Who Should Attend?

Salespeople
Sales Managers/Supervisors
Business Owners who Sell
Anyone who wants a
Competitive Sales Advantage



Cutting Edge Phone Sales is the most comprehensive 2-day sales program ever designed exclusively for phone professionals! Our expert instructors use **active participation** to make the information memorable and *to make sessions fun* because people learn by doing – not by hearing.

Early in Day 1, our instructors introduce some key principles for improving **sales communication**, overcoming **fear**, **managing time and activities** more effectively, and of course the most critical of all – our **attitudes**, and those skills are expanded on and reinforced throughout the seminar.

The class helps people improve sales communication skills:

"Wow, what a difference this course has made for our sales team! Jim did a wonderful job of inspiring our staff to push themselves into new areas and to learn new skills. We have seen a tremendous growth in teamwork as well as individual confidence and skill level that has yielded a strong return on our training investment. We highly recommend his program and are in fact rolling it out to our total sales force nationwide. **Joy Gregg, HR Manager**



The class helps people overcome phone fear:

"I feel more prepared and confident with my calls – I'm no longer sounding silly or saying things at the wrong time. If someone wants to play big shot and fire questions at me, I'm prepared with creative comebacks! If they start giving me stalls, I'm prepared for that too!"
Lucy Vandenberg, Transportation Broker

The class helps people manage time and activities better:



"It taught me how to put the customer first and stop talking about what I want from them, instead, making them show themselves how much they need our services by asking the right questions and listening to their answers. But more important than all of that, is being prepared and the level of confidence I have in myself." **Mandy Penninger, Tele-Sales**

For information or to register for a class, visit <http://www.sales-leader.com> or fax this form to 1-888-411-2635

- YES!** I'd like to schedule a program for # _____ people at our location in _____.
- Please send me additional information about this class.

Tuition: \$3,975 for up to 5 people, \$7,000 for up to 10 people, \$12,000 for up to 20 people.
Special discounts are available for larger groups.

Name: _____ Company: _____

Phone: _____ Email: _____

Address: _____ City/St Zip: _____

Participant #2: _____ Participant #3: _____

Invoice me, Attention: _____ or Credit Card # _____ Exp.: _____

Toll-Free anywhere in the US: 1-800-872-7830

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