

# *Creative Sales Solutions Equipment and Outside Sales Training Program*



## Agenda

- I. Welcome, Introduction
  - A. Overview of the Mystery Shopping program, play and evaluate selected mystery shopping demo recordings
  - B. Some astounding statistics
- II. Why Selling over the telephone is different from selling face to face
  - A. The challenge of telephone communications
  - B. Truisms of telephone selling
- III. The Telephone Selling Process
  - A. Step – 1 Establishing Yourself as a Professional
    - 1. The power of enthusiasm for making a great first impression.
    - 2. Mismatching – “Did I catch you at a bad time?”
    - 3. Listening – the secret to finding out what the customer really wants.
  - B. Step -2 The Investigative Stage of the Sales process
    - 1. The importance of probing qualifying questions.
    - 2. How to find out the features the customer is most interested in.
    - 3. How to handle prospects questions
  - C. Step -3 The Sales Presentation Over the Telephone
    - 1. The power of a well planned sales presentation
    - 2. Providing a thumbnail sketch
    - 3. Why faxing a quote decreases your chances of closing the sale.
  - D. Step – 4 Closing – Getting the Appointment
    - 1. The ping pre-close
    - 2. The old fashion close
    - 3. How to “ask for the appointment!!!”
- VIII. The Seven Habits of the Top Sales Reps
- IX. Commitment the Key to Success