



# **Eat the Elephant** **'Helping people achieve the objective'**

## **Essential Management Development skills**

### **Outbound SALES excellence**

#### **Who is it for ?**

Team members tasked with delivering outbound customer contacts in pursuit of both sales and customer relationship excellence.

#### **What is it about and what is in it for you ?**

- In such a challenging environment the ability to maximise customer contact within outbound situations is vital to many businesses.
- This 1 day programme will dynamically develop confidence, understanding and effectiveness in outbound calling.

#### **Indicative Outline Content**

- **What is the nature of an outbound call**
- **The crucial steps within an outbound call – developing confidence to make that call**
- **Buyer styles**
- **Preparation is key**
- **Selling yourself first - how easy do you find this**
- **Telephone techniques – speed tone inflection, the grabber**
- **Identify needs and delivering the sizzle**
- **Satisfy needs**
- **Closing**
- **How to handle an objection**
- **Follow up**
- **Practical tasks and exercises**
- **Action plans and on job evaluation**

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