



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

Essential Management Development skills

Telephone Sales Skills

'Turning good morning into good business'

Who is it for ?

This program is designed for people who use the telephone for their day-to-day interaction with customers, suppliers or work colleagues, and who need to get the maximum from all contacts

What is it about and what will it do ?

Delegates will gain understanding of important telephone techniques along with the key principles of customer service.

Typical Objectives

To develop skills needed to maximise all customer relationships, and to develop all sales opportunities however they arise

Indicative Outline Content

- **Why is customer contact so important?**
- **Communicating by telephone**
- **Overcoming objections**
- **Spotting and making up selling**
- **cross-selling**
- **selling products/services they are not familiar with (merchandise/hospitality etc)**
- **Sales confidence**

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