

Telesales Engagement Program (TEP) brings together the unique combination of Territory Management, Opportunity Management and Sales Execution into a highly interactive 2-day program.

TEP will enable the Telesales or Inside Sales teams to prioritize their efforts on the accounts that provide the greatest future potential. Once prioritized, TEP will enable the participants to manage those accounts to maximize their return and to identify winnable opportunities. The opportunities are then rigorously qualified to determine whether they are worth pursuing or not. The participants will identify the key players who are in the 'Circle of Influence' and learn techniques and approaches to quickly build trust and credibility to manage the relationships and the sale. They will learn how decisions are really made and how they can influence those decisions to ultimately gain commitment and close the sale.

Who should attend?

TEP is for outbound Telesales people and their managers who predominately sell over-the-phone. It is equally applicable for Telesales people looking after existing accounts as it is for Sales Teams focusing on new business.

Program Outline

- The Role of Telesales
- Territory Segmentation
- Assessing your Opportunities
- Developing your Value Proposition
- Making Sales Calls
- Identifying and Aligning with the 'Circle of Influence'
- Questioning and Listening Techniques
- Handling Objections and Gaining Commitments

Business Benefits

The business benefits of the *Telesales Engagement Program* are to:

- Build pipeline by creating opportunities across your portfolio.
- Improve your ability to identify, win, and grow profitable customers.
- Increase revenue through being more effective at working with the senior executives and decision makers in your customers.
- Increase success through improved qualification of opportunities.
- Improved team communication by having a common language and approach to managing accounts and opportunities.
- Create competitive differentiation by having the ability to deliver key messages in the form of a Value Proposition.
- Increase customer satisfaction and retention through focus on key Business Drivers.
- Shorten the sales cycle by talking to the right people, about the right issues at the right time.



A fresh
perspective
on your
performance