

Professional Selling Over the Phone

Topic-Level Outline

Days: 1

Prerequisites: None

Unit 1: Preparing for telesales

Topic A: Preparing the workspace

Topic B: Preparing to write telesales scripts

Unit 2: Essentials of telesales

Topic A: Communication essentials

Topic B: Handling telesales calls

Unit 3: Prospecting

Topic A: Generating telesales prospects

Topic B: Interacting with prospects

Topic C: Cold call strategies

Unit 4: Closing a sale

Topic A: Closing sales over the telephone

Topic B: Addressing telesales challenges

Topic C: Maximizing telesales performance