

# Inside Selling

## Guidelines for selling over the phone and internet

- Improve your sales effectiveness and productivity
- Open your calls in a way that has impact and encourages prospects to want to engage
- Apply a process that allows you to understand needs and close more sales

This practical workshop will provide you with a structured approach to selling to customers via the phone or through online technologies such as e-mail, instant messaging, and web conferencing.

This program is designed for lead generation, lead development or inside sales professionals who need to build trust and rapport, capture interest, and get seen and heard by buyers who are totally overwhelmed by an increasingly noisy marketplace.

### The workshop answers the following questions:

1. How do I make sure prospects will listen to what I have to say?
2. How did I build messages that will have impact?
3. What can I do to get my voice-mails and e-mails returned?
4. What questions do I need to do in the limited time available to understand their needs?
5. How do I communicate the value of my solution?
6. What are the best ways to deal with objections?
7. How do I close more sales?
8. How do I manage my time more effectively and maintain my energy and motivation levels?

### Comments from attendees

<i>"Tim made me realise why I was struggling to get people to talk to me on the phone. It was a simple change but has made me so much more successful"</i>	Contact Centre Agent – A1 Financial Services
<i>"I am finding that I now really listen to my students' needs. Because of that I am able to give them the best solution."</i>	Inside Sales - GetSmarter
<i>"The workshop was fantastic, really feel more confident about inside selling. I even feel excited to phone clients now."</i>	Client Services: DeskStand
<i>"I couldn't believe it. The script that Tim helped me build has meant I am able to book three times the appointments."</i>	Lead Generator – First Technology

# Workshop Overview

## Module 1: Introduction to Inside Sales

*Inside Sales is the fastest growing sales position worldwide. In this module we explain why.*

- What is Inside Selling?
- Principles of effective inside selling
- The Inside Selling process
- Implications for selling over the phone and internet

## Module 2: Create a good first impression

*Making the sale is all about opening with a compelling value proposition. In this module we teach you how to open the call.*

- Preparing for the call
- Pre-call research
- How to build the right sales message
- How to combine e-mails and calls to communicate your value proposition

## Module 3: The power of your voice

*It is essential to speak slowly, clearly and with confidence. The quality of your voice determines whether prospects will continue to listen.*

- Pauses, intensity, pace and tone
- Developing an awareness of your speech and presence
- The power of words
- Projecting the right image
- The importance of passion and enthusiasm
- Controlling your nerves

## Module 4: Build trust by asking the right questions

*The length of the call is limited so you need to know exactly which calls to ask and how to ask them.*

- Plan for the questions you want to ask
- Formulate questions that get the desired result
- Differentiate between telling and selling
- Organise your questions using established qualification criteria
- Ask the questions that will get you the answers you need (style and order)
- Apply active listening skills
- Trust your intuition

## Module 5: Present your solution

*Communicate the value of the solution, use persuasive language and pre-empt any potential objections.*

- Decide on the appropriate method to use in order to influence behaviour
- Identify any potential objections and create potential answers
- Communicate your value proposition
- Reference where you have helped another customer

## Module 6: Close the sale

*Know when to close and how to close. Use language and strategies that encourage commitment.*

- Identify closing signals
- Deal effectively with any objections
- Work through the steps to closing the sale
- Create phrases that will generate commitment
- Apply the right closing strategy

## Module 7: Put it in writing

*People have become exceptionally busy and so sometimes you will need to put it in writing – e-mail, Social Media and WhatsApp.*

- Plan for the e-mail
- Write a persuasive e-mail
- Edit for effectiveness

## Module 8: Maintain momentum

*Once you have closed the sale, make the most of the relationship by asking for referrals. We also teach you how to motivate yourself and manage your energy levels.*

- How to follow up effectively
- Ask for referrals
- Build case studies
- Keep contact with queries and existing customers on a regular basis
- Effective time management skills
- How to manage your energy levels
- Maintain self-discipline to help you achieve your goals