



# Inside Selling

How to sell over the phone and using e-mail

- Get access to more customers via the phone and internet
- Improve your communication skills.
- Understand customer needs and close more sales.
- Improve your sales effectiveness and productivity.

This practical programme is designed for **Inside Sales teams** (inbound and outbound) with a structured approach to **sell successfully to customers via the phone and e-mail**.

## This programme 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 voicemails and e-mails returned?
4. What questions do I need to ask 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 and close more sales?



**Engage:** Prepare for the call and design a compelling value proposition. Implement a four-step process to get commitment to continue.



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



**The power of your voice:** The quality of your voice determines whether prospects will continue with the call.



**Close the sale:** Know when to close and how to close. Use language and strategies that encourage commitment.



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



**Put it in writing:** Write compelling e-mails to confirm agreement

*"Tim made me realise why I was struggling to get people to talk to me on the phone. It was a simple change but made me so much more successful."*

Contact Centre Agent: A1 Financial Services

## Module 1: Introduction to Inside Selling

*Inside Sales is the fastest growing sales position worldwide.*

- ✓ What is Inside Selling?
- ✓ Principles of effective inside selling
- ✓ The Inside Selling process
- ✓ Implications for selling over phone and e-mail

## Module 2: Create a good first impression

*Making the sale is all about opening with a compelling value proposition.*

- ✓ Prepare for the call
- ✓ Pre-call research
- ✓ How to build the right sales message
- ✓ The four steps to follow when you make contact

## Module 3: The power of your voice

*The quality of your voice determines whether prospects will continue to listen.*

- ✓ Develop an awareness of your speech and presence
- ✓ Project the right image
- ✓ The importance of passion and enthusiasm
- ✓ Use intensity, pace, and tone to move the sale forward
- ✓ The power of words

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

*Know exactly which questions 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 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

*Use language and strategies to encourage commitment. The power of the nudge.*

- ✓ 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

*Confirm commitments in writing*

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

## Module 8: Maintain momentum

*Manage your time and resources effectively to maintain momentum.*

- ✓ 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