

Inside Selling

Guidelines for selling using the phone and internet

- Increase your sales by reaching more potential customers more easily
- Build a system that gets customers to come to you
- Improve your sales productivity by using the phone and internet (email) more effectively
- Reduce the time taken to close your sales

Have you been asked to find new business but don't know where to start? Are you spending too much time on the road with limited results. Does the thought of making calls lead to a panic attack? Are you finding that the calls you make and the e-mails you are sending are not getting returned?

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

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>"Really well presented, a real value add"</i>	Sales Specialist: Nedbank
<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>	Inside Sales: First Technology

Workshop Overview

Introduction to Inside Sales

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

Create a good first impression

- 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

The power of your voice

- 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

Build trust by asking the right questions

- Plan for the questions you want to ask during the call
- 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)

Active Listening

- Reduce noise and focus on your customer
- Develop your own sales intuition and listening skills
- Take comprehensive notes
- The active listening process
- Using Verbal Listening Cues

Communicate effectively through the written word

- How to write effective e-mails
- The importance of tone in e-mails
- Choosing the right words
- E-mail etiquette and
- Other e-mail tips and tricks
- How to communicate business value
- How to design and deliver online demos and presentations

Handle objections

- Ensure you are not creating the objections yourself
- Common reasons customers resist
- Spoken and silent objections
- Recognise the warning signs
- Process for dealing with objections
- How to work with difficult personalities
- Assertive vs aggressive

Close the Sale

- Focus on maintaining a healthy sales funnel through consistent activity
- Match your sales process with your prospect's buying process
- Maintain your self-confidence
- Ask the right questions when you hear closing signals
- Create momentum via compelling events throughout the sales cycle
- Negotiate from an attitude of win/win
- Apply the right closing strategy

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
- How to manage your energy levels
- Maintain self-discipline to help you achieve your goals