

# Sales And Marketing

## Call Center Training Course Outline:

### Module One: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

### Module Two: The Basics (I)

- Defining Buying Motives
- Establishing a Call Strategy
- Prospecting
- Qualifying
- Case Study
- Review Questions

### Module Three: The Basics (II)

- Getting Beyond The Gate Keeper
- Controlling The Call
- Difficult Customers
- Reporting
- Case Study
- Review Questions

### Module Four: Phone Etiquette

- Preparation
- Building Rapport
- Speaking Clearly - Tone of Voice
- Effective Listening
- Case Study
- Review Questions

### Module Five: Tools

- Self Assessments
- Utilizing Sales Scripts
- Making the Script Your Own
- The Sales Dashboard
- Case Study
- Review Questions

### Module Six: Speaking Like a Star

- S = Situation
- T= Task
- A= Action
- R = Result
- Case Study
- Review Questions

### Module Seven: Types of Questions

- Open Questions
- Closed Question
- Ignorant Redirection
- Positive Redirection
- Negative Redirection
- Multiple Choice Redirection
- Case Study
- Review Questions

### Module Eight: Benchmarking

- Benchmark Metrics
- Performance Breakdown
- Implementing Improvements
- Benefits
- Case Study
- Review Questions



## Module Nine: Goal Setting

- The Importance of Goals
- SMART Goals
- Staying Committed
- Motivation
- Overcoming Limitations
- Case Study
- Review Questions

## Module Ten: Key Steps

- Six Success Factors
- Staying Customer Focused
- The Art of Telephone Persuasion
- Telephone Selling Techniques
- Case Study
- Review Questions

## Module Eleven: Closing

- Knowing When it's Time to Close
- Closing Techniques
- Maintaining the Relationship
- After the Sale
- Case Study
- Review Questions

## Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations