

# Course : Remote customer advisor: developing your sales skills

*Practical course - 2d - 14h00 - Ref. DCT*

*Price : 1280 € E.T.*

advice-assistance is both a source of customer loyalty and a means of selling products and services. How can you develop your listening skills and your ability to make proposals to move from advice to sales? This training course will enable you to develop the sales communication techniques you need to make the most of your calls.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding the challenges of commercial communication on the telephone
- ✓ Articulating the advisory and sales postures
- ✓ Argue simply and strategically
- ✓ Respond to objections and conclude calmly

## Intended audience

Any teleconsultant dealing with prospects and customers.

## Prerequisites

No special knowledge required.

## Practical details

### Hands-on work

Role-playing, telephone simulations, exchange of best practices.

### Teaching methods

Active, participative teaching methods. Alternating theory/practice with application to the context and experience of participants.

## Course schedule

### PARTICIPANTS

Any teleconsultant dealing with prospects and customers.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## 1 Better communication

- Sender/receiver: being responsible for the quality of communication and feedback.
- Understand the specificities of the telephone from the point of view of commercial relations.
- Understand the challenges of commercial communication.
- Use tools: active listening, rephrasing, questioning, positive, present and future language.

### Exercise

Acting games on voice, listening, different types of questions, positive speaking. Group debriefing.

#### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

#### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## 2 Demystifying the commercial act

- How to combine advice and mindset "sales".
- Make a checklist of your strengths and talents as a "negotiator".
- Discover the playful side of the prospect/customer relationship.
- Find new sources of motivation.

### Exercise

Transforming consulting language into sales language.

## 3 A successful business relationship

- Impressive welcome.
- Listen, ask questions and rephrase.
- "Slide" from consulting to marketing.
- Argue simply and strategically.
- Positive conclusion: agreement and setting of terms.
- Taking leave.

### Role-playing

Listening, questioning, arguing, concluding telephone interviews. Group debriefing.

## 4 Handling objections

- Welcome objections as a positive sign.
- Methods for dealing with objections.
- Develop your ability to bounce back.
- Telephone exercises. Group debriefing.

## 5 Argumentation

- Highlighting features, advantages and benefits for the customer: the CAB method.
- Find the tone "of evidence" of unfolding arguments.

### Exercise

Develop effective arguments during simulated recorded interviews.

## 6 Evaluating your business activity

- Have your own indicators to improve your sales actions.

### Group discussion

Sub-group brainstorming on evaluation indicators.