

Telephone Selling Skills Workshop

DATE : 7 Aug, 2014 CODE : TSSW FEE : HK\$3,480
 MEDIUM : Cantonese / English DURATION : 1 Day EARLY BIRD : HK\$3,180

In the 21st century, telephone will continue to be one of the most effective communication tools in business. Telephone skill is now a core competence for salesperson and it is necessary to fully equip oneself with the most updated techniques in order to maintain competitive edge in his sales career. This workshop aims at providing a comprehensive framework on telephone skills that covers a large range of scenario that frontline staff have to cope with.

Target Audience

This workshop aims at telesales and marketers who are required to perform telephone sales operations.

Objectives

Upon completion of the workshop, you will:

- Acquire a comprehensive framework on telephone skills for telesales
- Learn about how you should prepare yourself prior to making the phone call
- Be able to get pass obstacles to reach the prospects in cold calling situations
- Appreciate the art of persuasion using telephone

Methodology

Lecture, exercise, role-play, digital video recording and replay

COURSE OUTLINE

1. The use of telephone as a sales and servicing tool in business

- Why use telephone to sell
- Communication on telephone
- The principles of selling on telephone

2. Cold and Promotion-Responded Calling in telephone selling

- Having the right mental attitude
- The sales process with telephone
- Creating trust on the phone

3. How to get pass the gatekeepers and reach the target

- Researching on the target and decision-making unit
- How to handle the resistance of gatekeepers
- Maintain good relationship with gatekeepers

4. Approaching the prospect with telephone

- Identify the objective of the call
- Use of the benefit statement script
- Getting an appointment through the telephone

5. Coping with enquiries and complaints

- Basic principles of receiving calls
- Handling enquiries and objections
- Coping with complaint calls

6. Building a long-term relationship

- How to evolve a transactional call into a long-term relational call
- Extracting information from database
- Add value to your customers

COURSE ARRANGEMENTS

Course Date	Course Title	Course Code	Duration (Days)	Fees* (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline	Medium
August 01, 2014	Telephone Skills Workshop	TSSW	1	HK\$3,480	HK\$3,180 Jul 11, 2014	Jul 16, 2014	C/E
August 08, 2014	Consultative Selling Skills Workshop	CSSW	1	HK\$3,480	HK\$3,180 Jul 11, 2014	Jul 16, 2014	C/E
August 11, 2014	Serving Customers from the Heart	CSE	1	HK\$3,480	HK\$3,180 Jul 18, 2014	Jul 23, 2014	C/E
August 12, 2014	Effective Complaint Handling	ECH	1	HK\$3,480	HK\$3,180 Jul 18, 2014	Jul 23, 2014	C/E
August 13, 2014	Coaching Skills Workshop	CSW	1	HK\$3,480	HK\$3,180 Jul 18, 2014	Jul 23, 2014	C/E
August 14, 2014	Problem Solving and Decision Making	PSDM	1	HK\$3,480	HK\$3,280 Jul 18, 2014	Jul 23, 2014	C/E
August 15, 2014	Enhancing Work Efficiency	EWE	1	HK\$3,480	HK\$3,180 Jul 18, 2014	Jul 23, 2014	C/E
August 18, 2014	Effective Communication and Interpersonal Skills	NEW ECIS	1	HK\$3,480	HK\$3,180 Jul 25, 2014	Jul 30, 2014	C/E
August 19, 2014	Effective Business Writing	EBW	1	HK\$3,480	HK\$3,180 Jul 25, 2014	Jul 30, 2014	C/E
August 20, 2014	Persuasive Presentation Skills Workshop	PPSW	1	HK\$3,480	HK\$3,180 Jul 25, 2014	Jul 30, 2014	C/E

Fees include refreshments and lunch
* We accept P. Cards

TIME: 9:00 am - 5:00 pm daily
VENUE: Regal Hongkong Hotel, Causeway Bay, HK.

PAYMENT AND CONFIRMATION:

- Seminar fees cover full set of course materials, lunch and refreshments. Seminar fees are payable in advance.
- For enrolment by email, please provide all information per the standard Enrolment Form on this page.
- For enrolment by fax, mail or email, CEL will issue an acknowledgement fax or email to the Authorized Person the next day from receipt of the enrolment.
- Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
- Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

CANCELLATION AND SUBSTITUTION POLICY:

- There is no cancellation charge for cancellations made on or before the cancellation Deadline.
- Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
- All cancellations should be notified in writing.
- Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
- Registrants may send substitutions in their place anytime. However, substitutions are not allowed once a seminar has commenced.

ATTENDANCE CERTIFICATE:

A Certificate of Completion will be given to each delegate who have attended more than 70% of the enrolled course(s).

THE ON-SITE OPTION:

If there are 10 or more people in your organization interested in taking any of these CEL courses, why not consider the On-Site option? We can readily tailor courses to your specific needs, send an expert instructor to your workplace, and help cut costs. For more information about this service, please contact Miss Mak at CEL at Hong Kong telephone number 2838 1182.

CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:

Please visit our Website at www.celhk.com or telephone Ms Mak at 2838 1182 to inquire the above.

Communications Engineering Ltd. reserves the right to vary the course programmes or arrangement if this proves necessary.

ENROLMENT FORM

Name	Job Title	Tel No	Mobile No	Course Code
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____

Company Name: _____

Address: _____

Tel: _____ Fax: _____ Email Address: _____

Contact Person: (Mr/Ms) _____ Job Title: _____ Tel No: _____ Fax No: _____

Authorized Person: (Mr/Ms) _____ Job Title: _____

Signature: _____ **Date:** _____

Cheque enclosed for HK\$

Please note seminar fees are payable in advance

Made payable to **Communications Engineering Ltd.**

Please tick (✓) if you require a receipt



BY PHONE:
Call Miss Mak at:
2838-1182



BY POST TO:
Communications Engineering Ltd.
Rooms 802-804,
Hua Qin International Building,
340 Queen's Road Central,
Sheung Wan, Hong Kong



BY FAX:
Send enrolment form above to
our FAX at number:
2838-7122



BY EMAIL:
cel@celhk.com