

The cover features a black and white photograph of a woman with long hair, wearing a headset and holding a pen, looking down at a notebook. The image is partially obscured by a large red diagonal overlay on the left side. A faint, white grid pattern is visible over the right side of the image.

Telesales Training Course Brochure

1 Day Practical Workshop



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The Right Fit.....For You

This telesales training course has been designed to help learners to increase their self-awareness and enhance their existing sales skills in a dynamic and thought-provoking way.

Our **Telesales** training course looks at fresh concepts and strategies to maximise your success when selling over the telephone including **handling challenging gatekeepers, preparing an engaging introduction and sales pitch, overcoming objections and advanced closing techniques** to ensure you are delivering a clear, consistent and compelling sales message.

During the course learners will also gain the ability to **identify and capitalise on selling opportunities** and will be able to identify needs from the buyers perspective, **strengthening and deepening your ability to create value** in your accounts.

At the end of the course each learner will know how to **develop long term relationships** and be able to plan and develop relationships with key people.

The course is highly practical and **we can incorporate your existing questioning methodology** to aid group discussions, practical exercises and role-plays throughout the sessions.

"I speak for all in saying that it was an excellent course. I found the course very interesting and beneficial both for my work and future career."

Marcin Cezarz, Lead Business Analyst, AIB



"We are all very happy with the training carried out last week & will definitely be in contact in the future"

Aoife O'Rourke, Key Account Manager, Tool & Plastic



"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."

Jonathan Latimer, Fleet Training Instructor, City Jet





Why Choose Our Telesales Training Course

DCM Learning's Telesales Training course looks at fresh concepts and strategies to maximise success when selling over the telephone to ensure you are delivering a clear, consistent and compelling sales message. You will also gain the ability to identify and capitalise on selling opportunities and will be able to identify needs from the buyers perspective,

Specific reasons to choose this course:



Experienced: We have trained over 237 individuals successfully in Telesales Training over the last two years.



Support: 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



Excellent Trainers: Our trainers combine professional training know-how with relevant experience in their chosen training field.



Quality Assured Training: Make sure you Safeguard Your Training Investment. DCM offer courses accredited by national and international certification bodies, including QQI, PMI, IASSC, and Scrum.org.

You're in Good Company

We have delivered the Telesales Training programme to the biggest brands in Ireland including Google, Intel, Central Bank of Ireland, ESB, Football Association of Ireland and Abbott so you can have confidence in our ability to deliver the results you want to achieve.





Telesales Training Course

COURSE OVERVIEW

This one-day course looks at fresh concepts and strategies to maximise your success when selling over the telephone including handling challenging gatekeepers, preparing an engaging introduction and sales pitch, overcoming objections and advanced closing techniques to ensure you are delivering a clear, consistent and compelling sales message.

During the course learners will also gain the ability to identify and capitalise on selling opportunities and will be able to identify needs from the buyers perspective, strengthening and deepening your ability to create value in your accounts.

At the end of the course each learner will know how to develop long term relationships and be able to plan and develop relationships with key people.

LEARNING OUTCOMES

By the end of the course each learner will be able to:

- Take a best-practice approach to consultative selling over the phone
- Use advanced communication skills to build relationships with clients
- Use their influencing skills to control and guide calls and meetings with clients
- Identify and capitalize on selling opportunities
- Have more confidence with high level presentations to key account holders
- Understand individual account behaviour and motivation

Below you will find a proposed course outline detailing the topics that could be covered on the training programme.



Course Content

TOPIC 1: UNDERSTANDING TELESALES

- Understanding the telephone sales process as it applies to your business
- What criteria do our clients use to make a decision?
- What sets us apart from our competition?
- Leading the conversation and building relationships quickly over the phone with clients

TOPIC 2: EFFECTIVE TELEPHONE COMMUNICATION SKILLS

- Self-assessment of your own style - the associated strengths and weaknesses
- Points of difference, telephone v face-to-face
- Telephone techniques - opening & closing calls / bridging gaps in conversation / managing the conversation
- The importance of tone and pace
- Use of questioning - closed / open / probing / funneling questions
- Active Listening - listening versus hearing
- Measuring customer satisfaction - interpreting responses, language & tone

TOPIC 3: THE CONSULTATIVE SALES PROCESS

- Consultative approach to selling explained
- Key ratios - relationship between the number of dials, number of calls and number of sales.
- Planning your calls - preparing powerful call opening scripts, feature & benefit statements & your sales pitch
- Handling challenging gate keepers
- Handling Objections - the most common objections and how to handle them
- Closing techniques - when and how to close the sale
- Handling rejection - dealing with the impact of negative calls



Course Content

TOPIC 4: KEY ACCOUNT MANAGEMENT

- Understanding key account management
- Development of an account
- Asking high-value questions
- Understanding your customer and adapting your sales pitch to suit
- Rapport building - developing relationship with your customers



Olivia Roche

Training Associate

Olivia has five years' experience as a trainer and mentor. With strong communication and interpersonal skills, she holds the personal attributes essential to any training role which ensures positive engagement and interaction throughout all her workshops. Olivia has experience in training small and large groups and delivers one to one coaching, to cater for overall operational objectives and professional development objectives alike.

On a personal level Olivia comes from a background in family business so understands the importance of optimum productivity, successful communications and people management skills across all levels of an organisation. She draws on her own life experiences as she strongly believes in making her content relatable to the client/participants to achieve the best possible transfer of learning.

Some of the areas Olivia specialises in include selling skills, building brand awareness, management & development and negotiating and influencing skills.

Some of Olivia's qualifications and affiliations include:

- 2014: Distinction in Train the Trainer - QQI Level 6 certificate
- 2009: Bachelor of Arts Honours Degree, English, Media & Communications, University of Limerick
- 2009: TEFL certification, University of Limerick

"Olivia connected really well with the team and the format of the training was really ideal for the customer service team. I certainly will consider DCM for any further training that I'll be looking at during the year."

Mary McGillicuddy, Sales & Marketing Manager, P & D Visual





Inhouse Training, One Size Doesn't Fit All.

Does your team need Telesales training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
Cost	€1,095 per day	€995 per day	€895 per day
Materials	Included	Included	Included
Travel Expenses	Included	Included	Included
Areas Covered	All Counties	All Counties	All Counties
Customisation	Course Customised	Course Customised	Course Customised
Survey	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
Account Management		Dedicated Account Manager	Dedicated Account Manager
Free Public Course		1 Free Place	3 Free Places
Public Course Discount		15%	25%



Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the
right course**

DUBLIN

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Centre

CORK

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