

## HIGH IMPACT TELESales SKILLS

*“Engage, Persuade, and Convert — Master the Art of Selling Effectively Over the Phone.”*

### Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

### Introduction

In today’s fast-paced business environment, telesales remains one of the most powerful and cost-effective ways to connect with customers, build relationships, and generate revenue. However, success in telesales requires more than just a good script — it demands confidence, empathy, and advanced communication skills that can influence decisions and close deals.

The High Impact Telesales Skills course provides participants with practical tools and proven techniques to maximize results from every call. Through interactive sessions, real-call simulations, and expert coaching, participants will learn how to establish rapport quickly, present solutions persuasively, overcome objections effectively, and close sales confidently — all while maintaining professionalism and customer trust.

### Objectives

By the end of this course, participants will be able to:

- Understand the psychology and principles of effective telesales.
- Build rapport and trust with customers over the phone.
- Communicate with confidence, clarity, and purpose.
- Ask high-value questions to uncover customer needs.
- Present products and services with persuasive impact.
- Handle objections and rejections professionally.
- Master closing techniques that increase conversion rates.
- Apply follow-up strategies to build long-term customer relationships.

## Why Attend

Every phone call is an opportunity — to win a customer, close a sale, or strengthen a relationship. Yet, many telesales professionals fail because they rely on scripts rather than strategy.

This highly practical course will transform your approach to telesales by helping you understand your customers' motivations, improve your delivery style, and structure every call for success. Whether you are new to telesales or want to refine your selling edge, this program equips you with techniques that consistently produce results.

## Target Audience

This course is ideal for:

- Telesales Representatives and Executives
- Telemarketing and Inside Sales Professionals
- Customer Service and Retention Officers
- Call Center Sales Agents
- Account Managers and Business Development Staff
- Anyone involved in sales through telephone or online channels

## Individual Benefits

- Improve confidence and professionalism in phone-based selling.
- Develop advanced questioning and listening techniques.
- Learn how to engage customers and sustain their interest.
- Overcome objections smoothly and close more deals.
- Strengthen communication, persuasion, and negotiation skills.
- Enhance career growth through measurable sales performance.

## Organizational Benefits

- Increased sales performance and conversion rates.
- More consistent, customer-focused telesales interactions.
- Reduced call handling time with higher success rates.
- Stronger customer loyalty and repeat business.
- Improved morale and motivation in telesales teams.
- A professional, well-trained telesales force that drives revenue growth.

## Instructional Methodology

This course uses a highly interactive and experiential learning approach, including:

- Live Role Plays and Real Call Simulations
- Recorded Call Analysis and personalized feedback
- Case Studies of successful telesales campaigns
- Interactive Discussions and practical exercises
- Voice Modulation and Tone Control Practice
- Step-by-Step Call Planning and Review Sessions

Participants will actively practice each stage of the sales call process and receive individual coaching to enhance their personal selling style.

### Course Outline

- Module 1: The Psychology of Telesales and Customer Behavior
- Module 2: Structuring an Effective Sales Call - The 7-Step Model
- Module 3: Building Rapport and Establishing Trust Quickly
- Module 4: Powerful Questioning and Listening Techniques
- Module 5: Presenting Value and Benefits Persuasively
- Module 6: Handling Objections, Resistance, and Rejection
- Module 7: Mastering Closing and Commitment Techniques
- Module 8: Effective Follow-up and Relationship Building
- Module 9: Time Management and Call Planning Strategies
- Module 10: Live Call Simulations and Personalized Coaching

### Certification

Upon successful completion, participants will receive a Certificate in High Impact Telesales Skills, recognizing their ability to communicate persuasively, close sales effectively, and deliver outstanding customer experiences over the phone.

### Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

#### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

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