

# SUCCESSFUL TELEPHONE SALES AND PRODUCTIVE CUSTOMER SERVICE

**COURSE CODE** : STSPCM  
**DATES** : JULY 18 - 20, 2017  
**DURATION** : 3 DAYS | DUBAI, UAE

## SUCCESSFUL TELEPHONE SALES

### BUSINESS BENEFIT

Increasingly, companies look to office based sales teams to increase their customer portfolio and penetrate new markets. But with so many 6 call centres employing large numbers of sales staff in the GCC, and serving the region from abroad as well, standing out from the crowd to sell successfully by telephone can be tough! and while today's corporate buyers accept and even welcome the telephone as a sales channel, Only 30% of buyers feel that salespeople use the telephone well. So there are clearly some key skills gaps - gaps that can be filled through telephone sales training. Talent Vitality's Professional Telephone Selling workshop is a must for people who have to undertake any aspect of proactive selling by telephone in the business to business world.

### Target Audience

It will benefit both those who are new to telesales, and more established telesales professionals who need to refresh their core skills or who may not have received formal training.

### Key Learning Points & Outcomes

You will leave the course able to:

- Focus on the value of your role – developing sales through proactive calling
- Dismantle mental barriers – create a positive state of mind to build your confidence
- Proactively target the right prospects and customers to generate the best results
- Plan measurable objectives to optimise your selling time
- Apply call structures to ensure every conversation is productive and achieves its objectives
- Use voicemail to everyone's advantage – it's a great sales tool when used professionally!
- Begin calls confidently – involve the customer from the start
- Engage in conversational questioning – see how one high value question gives you the answers you need
- Answer "Why you?" – personalise the impact of your product or service
- Address resistance – respond to both the logical and emotional elements comfortably and naturally
- Win commitment confidently – successfully conclude the call so that both parties are happy
- Use the tools and techniques that you need to succeed into enjoy this proactive in vital role

## PRODUCTIVE CUSTOMER SERVICE

Satisfied customers are much easier to deal with than irate customers.

This module is designed for professionals who want to make a significant contribution to that company image and make their own lives easier. It will provide the skills to energise personnel, impress customers, enhance image, improve positive word-of-mouth and customer referrals, as well as increasing repeat business. This program will also specifically focus on internal customer needs.

### Who Will Benefit

All personnel dealing with customers can gain from this program. However, it is tailored towards the needs of those in telephone selling roles.

### Key learning points & outcomes

In completing this module, participants will be able to:

- Develop and implement appropriate skills to improve customer service quality
- Develop the customer service mindset
- Understand customer needs and apply the learned skills to present products and services
- Improve skills to communicate with customers over the telephone
- Communicate more effectively with customers including the tone of voice and body language (even though you're on the telephone)
- You apply appropriate work ethics and values
- Understand and apply emotional intelligence to build stronger relationships with customers
- Become more relationship driven
- Become more consultative in your approach

### PROGRAM OUTLINE :

#### Understanding customer service excellence

- Understanding customer service excellence
- Focusing on the customer
- Communication skills
- Taking responsibility
- Delivering excellent customer service with better communication
- Emotional intelligence
- Making every customer feel special
- Handling complaints
- Addressing customer issues

# Registration and Further Information

(Please complete this form and send us back via fax or email)



## PERSONAL DETAILS

Please print clearly or attach business card:

1) **Name :** \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

2) **Name :** \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

3) **Name :** \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Company: \_\_\_\_\_

Department: \_\_\_\_\_

Address \_\_\_\_\_

Postcode: \_\_\_\_\_ Country: \_\_\_\_\_

Tel : \_\_\_\_\_ Fax : \_\_\_\_\_

Nature of Business \_\_\_\_\_

Company Size:  1-9  10-24  25-49  50-99

100-249  250-499  500-999  1000+

## SPONSOR

We wish to register this delegate for the course indicated above. We undertake to pay for the period of the program (please print clearly)

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## REGISTRATION COURSE FEES

**Successful Telephone Sales & Productive Customer Service**

- US\$ 1,950 per delegate

- I would like information on holding this program in house

**We can bring this course in house directly to your workplace!**  
**Customized Training Programs**

The in-house training of Advanced Studies and Training Center

Tel: +971 4 221 1141; Email: [info@astcdubai.com](mailto:info@astcdubai.com)

## DISCLAIMER

ASTC reserves the right to change or cancel any part of its published programs or teaching facility due to unforeseen circumstances

## HOTEL BOOKING

If you required assistance with booking accommodation for one of our courses, please contact our staff on the following numbers:

Tel: +971-4-2211141, Fax: +971-4-2211848 or Email us on [info@astcdubai.com](mailto:info@astcdubai.com)

## TRAINING COURSE

**Successful Telephone Sales & Productive Customer Service**

- July 18 - 20, 2017

In order to guarantee a place on the course delegates are kindly requested to register at least 4 weeks in advance

## METHOD OF PAYMENT

1. Please find enclosed a cheque for US\$ \_\_\_\_\_ made payable to **Advanced Studies and Training Centre**
2. Transfer : Commercial Bank of Dubai  
**Branch:** Mankhool Street | **Account Number** 1000125334  
**Routing Number:** 502320103 | **Swift Code:** CBD – UAE. AD
3. Please invoice my institution.  
An invoice will be sent to the mentioned institution on receipt of registration form. Please fill out the sponsor's details below.

## CREDIT CARD:

Please Charge my : (Card Type)

- Master Card  Visa Card

Card Holder Name \_\_\_\_\_

Card Number \_\_\_\_\_

Expiry Date \_\_\_\_\_ Security Code No. \_\_\_\_\_

Amount to be Charge \_\_\_\_\_

Tel. \_\_\_\_\_ Mob. \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## SAVE MONEY! DISCOUNTS AND PROMOTIONS!

- Register one month in advance and received up 10% discount.
- Group of 3 more delegates from the same organization receive a 10% discount
- OR**
- FREE Attendance for 5<sup>th</sup> delegate from the same organization

## TRAINING REGISTRATION DETAILS

### TERM & CONDITIONS:

1. Fees Include all the tuition, full course documentation, lunches and refreshments for the duration of the program.
2. Incidental expenses: ASTC is NOT responsible for covering airfare or other travel costs incurred by delegates. Delegates will be responsible for their own accommodations.
3. PLEASE NOTE that ASTC reserves the right to refuse admission to the training if proof of payment has not been received prior to the start of the program.
4. An invoice will be sent upon receipt of the registration form. Payment must be received in full 2 weeks prior to the course start
5. **CANCELLATION POLICY**
  - a) A full refund less on administration fee of US\$ 100 will be given for cancellation requests received up to 45 working days prior the event. Cancellation must be made in writing (letter or fax) and reach this office before the 45 days deadline.
  - b) Delegates who cancel than 45 working days before the event, or who don't attend are liable to pay the full course fee and no refunds can be given. However, if you wish to attend the next course, and you have paid your course fee in full, you will only be invoiced for 25% of that course fee. Please note that the next course must take place within the next 6 months of the initial application. Of course, a replacement is always welcome.

I understand and accept the booking Term & Conditions

Signature \_\_\_\_\_ Date \_\_\_\_\_

*5 Easy Ways to Register & Obtain Further Information*

1 Tel : + 971 4 221 1141

2 Fax : + 971 4 221 1848

3 P. O. Box: 6878, Dubai, UAE

4 Website : [www.astcdubai.com](http://www.astcdubai.com)

5 Email : [info@astcdubai.com](mailto:info@astcdubai.com)