

Essential Dealership Training Workshops

Teleskills: hi-impact strategies that secure the sale

This course emphasises the importance of the telephone enquiry, the likelihood that the prospect will buy and also focuses on effective follow up techniques.

Participants will develop skills, techniques and critical procedures that create a cutting edge approach. Critically, the course also focuses on the more geographically challenging internet enquirer.

Benefits to you and your organisation

- Significant, very apparent competitor differentiation
- Greater levels of business secured via the telephone
- Increased level of 'be-back' sales
- Greater return on marketing expenditure

Core content

- Recognising the cost of getting the 'phone to ring
- Understand buying statistics-how soon prospects buy
- Learn the power and influence of voice tones
- Learn the art of building relationships over the telephone
- Recognise key customer likes and dislikes of telephone communication
- Discover the 6 rules of preparing for the call
- Identify how to control the call from inception
- 8 crucial steps to ensuring the appointed customer keeps to the arrangement
- Understand the 5 essential factors that encourage the internet enquirer to buy
- Learn how to handle telephone specific objections
- Develop the most successful way of encouraging the customer back to the dealership to buy

Who should attend?

This course is designed for any member of the sales department, regardless of title, who is responsible for accepting telephone enquiries.

Duration: 1 day

Number of participants: up to 12

For more information, please contact Essential Dealership Training
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