



Palomino Training Solutions  
specialists in corporate training

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## Telemarketing Training (1 Day)

### Course Overview

***Fact: Companies that refuse to conduct Telemarketing can stand the risk of falling behind. However, it is even more damaging to conduct these calls without preparation.***

We never stop learning how to improve our selling skills. Virtually everybody in sales today sells over the phone at least part of the time. Perhaps it is time for you to evaluate how you use the telephone and where it fits into your sales and marketing mix. The telephone can supplement, enhance, and sometimes replace other means of marketing and selling. This personal approach can dramatically increase your sales success. This workshop will help you hone your communication skills, your ability to persuade, and your ability to personalise each sales call to the person and to each situation.

This workshop includes dynamic trainee/trainer interactions and discussions, written and oral exercises, role plays, case studies, reflection, quizzes and a workbook for each participant to take back to the workplace.

### Target Audience

This course is aimed at staff members who are in the position of making calls to existing or potential customers in order to increase business and success.

### Course Outline

#### SECTION 1: Pre-Assignment Review

#### SECTION 2: Change Your Skills, Change Your Income

#### SECTION 3: Separating Your Company from the Competition

- The Status Quo
- Case Study



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#### **SECTION 4: Building Trust and Respect**

- Building trust
- Case Study

#### **SECTION 5: Johari Windows**

- The concept
- The Styles

#### **SECTION 6: The Importance of Good Communication Skills**

- Ten Key Elements
- Asking Questions
- Listening

#### **SECTION 7: Developing Your Script**

#### **SECTION 8: The Basic Script**

- Sample Script
- Making the Script Yours
- Developing Your Script
- Referral Script
- Phone Appointment Script
- My Script

#### **SECTION 9: Pre-Call Planning**

#### **SECTION 10: Phone Tag and Call Backs**

#### **SECTION 11: Follow-Up**

#### **SECTION 12: Your Sales Message When You Must Sell by Telephone**