

The **Telemarketing System**

From the same stable as the proven BEST Teleselling System, this program is designed to provide

- ① **A fast efficient successful outbound sales process**
- ① **Greater confidence for your sales people**
- ① **More positive responses from your customers**
- ① **Highly improved morale and team spirit**

While the BEST Teleselling System has been highly successful for both inbound and outbound sales consultants, we recognise the need in many operations for a faster, less consultative, more direct sales approach.

Retaining the ethical principles and natural style of the BEST philosophy, the BEST Telemarketing System will help your people to do a better job, more easily, with less stress and a higher commitment to results.

It's value-based selling at high rev, committed to a positive outcome for all concerned.

PROGRAM DESIGN

If the BEST Teleselling System is already used in your call centre, the BEST Telemarketing System can produce excellent results for your outbound team with a half day workshop and two weekly half hour follow-up sessions conducted by your Team Leaders. Alternatively, we would recommend a full day workshop (which can be conducted in two half day sessions to allow for shift requirements) with four weekly half hour follow up sessions, again conducted by your Team Leaders. Contents can be tailored for your call centre, but could typically include:

- The four P's for Perfection – Purpose, Passion, Process and Personal BEST
- The purpose and value of outbound telemarketing
- Key Success Areas (knowledge, skills and attitudes) for outbound calls
- The BEST Selling System in action

- Learning vocal skills for awesome impact
- Using stats and records for fun and games
- Developing your Resilience Factor
- Lighting your own inner fire – the skills of self-motivation
- Sample Scripting
- Personal action plans, goals and targets

TRAINING METHODOLOGY

Workshops can be conducted for up to 25 participants, who will be divided into clusters of 5 or 6. The minimum effective group size is 6-8, as much learning takes place from participant participation.

Equipment used is kept to a minimum, to allow real-time discussion and involvement; flip charts and workbooks are the norm. Additionally, specifically customised 'keeper' items can be developed, such as mugs, pens or laminated desk mats to act as ongoing reminders. The entire program is fast, interactive and fun, providing valuable discovery-learning processes in a relaxed environment.