

The Teleselling System

What a claim!! How can this be? Is it really the BEST?

The results achieved by our clients, and the feedback from participants, tell us that it is!

In fact, the word BEST is a mnemonic for the four essential, simple steps in the BEST Teleselling System. Once learned, they are never forgotten. They can form the basis for valuable coaching, for useful self-measurement and for realistic quality assessment.

Based on the powerful and proven BEST Selling System, the BEST Teleselling System was devised especially for telesales consultants in conjunction with call centre experts, to enable them to sell effectively during both inbound and outbound calls.

It's natural, it's ethical, it's customer and service-focused. And most importantly, it's proven to be extremely successful.

Key features of the BEST Teleselling System are:

- ① Your language, values and cultural orientation
- ① Based on the skills and experience of proven telesales performers
- ① Simple, easy to learn and remember
- ① Designed around vital adult learning principles of 'real play' and repetition

Highly experienced tele-salespeople find the program as stimulating as the novice, with its strong 'reminder' factor and fresh aspects of time-proven concepts, as well as gaining huge new insights on buying psychology and behaviour.

The program is usually customised for each group, however typically includes:

- The BEST Teleselling System - the process and the principles
- Understanding different behavioural styles
- Fast powerful and effective strategies for building trust and rapport
- Professional questioning and listening skills
- Identifying and confirming buying motives and 'value drivers'
- Developing relevant customer benefits overcoming price concerns
- Handling customer concerns with ease
- Closing without pressure

PROGRAM DESIGN

The BEST process begins with a Diagnostic Evaluation and Cultural Assessment, to ensure:

1. That the program is customised appropriately to your needs and with your own language, product references and service processes
2. That there is strong participant ownership of the program, with much team input into the actual program content, and
3. That we are able to identify for you, and work with in our design and facilitation, any systemic issues that may currently inhibit optimal sales performance.

We've learned over the years that 'one-hit' training programs just don't work. They deliver information, but they don't change behaviour. The only really effective programs require spaced repetition and management involvement. So the BEST Teleselling System is conducted the following way:

1. An initial one-day (or two half day) workshop introducing the entire system and all the essential BEST Teleselling skills and strategies.
2. Then we train your Team Leaders or managers to facilitate a series of six weekly one-hour 'follow-up' sessions, where 'real plays' on the job are discussed and debriefed. This thoroughly embeds the learning, and gives your leaders ownership and expertise on the program content. It positions them as the experts, and provides them with the confidence they need to continually coach your people to ensure your training dollars are effectively implemented.
3. At the completion of the program we help you hold a 'Sellabration' session where the participants revise and celebrate their learning experiences and new skills and outcomes. We have seen and heard some amazing success stories during this final* stage of the program.
4. In fact it's often not final – managers and team leaders usually want the program to continue, and many have developed further ongoing sessions with our help and support.

Ideally the BEST implementation process has Team Leaders trained in the BEST Leadership Development Program which includes

- ◆ Qualities of successful leadership
- ◆ The task/people balance in leadership
- ◆ Key Success Areas for Team Leaders
- ◆ Strategic communication skills
- ◆ Successful presentation and facilitation skills
- ◆ Effective conflict resolution
- ◆ Managing different behavioural styles
- ◆ Successful delegation
- ◆ How to give constructive guidance and correction
- ◆ Targeted time management

Alternatively, if you already have a strong leadership development program in place, we can conduct a half day Follow-Up Session Leader training, to ensure they have the confidence and competence to conduct the follow-up sessions to BEST effect.

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 8-10, 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, we provide 'keeper' items such as laminated desk mats or coffee mugs, to act as ongoing reminders. The entire program is lively, interactive and enjoyable, providing valuable discovery-learning processes in a friendly environment.