



Call Centre Telesales Skills

1. Pre-training telesales call assessment
2. High Impact Telesales training
3. Team Leader training
4. Post-training telesales call assessment
5. One to one coaching
6. Reporting results

Assessment → Training → Re-assessment

For

Up to 25 Telesales Agents & their Team Leaders

Conducted by

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Quality Input Resources

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High Impact Telesales Skills

Introduction

This training and Consultancy project takes a practical approach in terms of enhancing skills that are imperative for Sales and Service professionals to perform **both** their functions confidently. Learning of each key element of Telephone Sales, Customer Service and Cross Selling has been included, in order to give the professionals a complete understanding of how to apply the required skills. Our objective is to analyze and evaluate rep. performance, review and fine tune Telesales and Customer Service strategies, train the reps and leaders, identify further opportunities for improvement and track statistics for success.

Designed for

Telesales staff and leaders

Project Objectives

By the end of this program the participants shall:

- ☎ **Structure** calls more effectively
- ☎ **Understand** the elements of successful telephone communication and improve skills in this area
- ☎ **Cross Sell** other products if required
- ☎ **Improve** questioning and listening skills
- ☎ **Identify** customer's real needs and match with appropriate benefits.
- ☎ **Sharpen** their **closing skills** in order to clinch the sale.
- ☎ **Handle** objections effectively and treat them as new opportunities
- ☎ **Build** better relationships with difficult prospects using **empathy**
- ☎ **Recognize** each prospect's unique telephone personality and tailor offering accordingly
- ☎ **Seek** buying signals and act accordingly
- ☎ **Employ** a Strategic telesales management system
- ☎ **Experience** a substantial increase in New Sales
- ☎ **Enhance** skills through Telesales and Customer Service training
- ☎ **Increase** the 3 P's namely:
 - **Productivity**
 - **Performance**
 - **Profits**

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Mental Approach during each call

1. Identify high quality prospects in each call and convert into sales immediately
2. Identify potential time wasters and act accordingly
3. Handle difficult customers through excellent communication skills
4. Profile various types of callers and have mental action plans prepared for each one
5. Follow the right behaviour pattern using :
 - Active Listening
 - Articulate and persuasive speaking
 - Maintaining professionalism
6. Understand various prospect behaviours and act accordingly
7. Assume the sale
8. Apply selling skills in each sales call including:
 - Probing for needs exploration
 - Understanding the customer's need
 - Using benefit statements for product presentation
 - Closing the Sale!
 - Handling Objections
 - Identifying Buying signals and acting accordingly

Project Agenda

Day 1 - Segment 1

1. Product Knowledge
2. Features and Benefits
3. Market comparison in terms of:
 - Price
 - Quality
 - Service
4. Operational details
 - Team size
 - Delivery policies - if any
 - Payment policies
 - Service support etc.

Day 1 - Segment 2

1. Telesales strategy and call guide development
2. Discussions on the following:
 - Customer objections
 - Customer agreements

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- Rep skill level
 - Rep telephone behaviour
 - Time spent per call
 - Identifying Strengths and weaknesses in order to develop customized training modules
4. Listening to call agents' recorded calls for performance issues and training strategy development
 5. Developing Profiles of various types of customers
 6. Key information on prospect profiles for cross selling purposes
 7. Identifying and recording cross-selling opportunities

Day 2, 3

Telesales Training

This program content has been designed to include a combination of simulations, activities and exercises in order to support the above listed understanding, approach and objectives,. Details follow:

1. Prospect Behaviours

Understanding and reacting to various customer types

⇒ (Activity-Forest Fire)

- The assertive prospect
- The difficult prospect
- The talkative prospect
- The passive prospect

2. Call Components

- The introduction
- The greeting
- Answering the phone (Call backs)

⇒ (Activity-The Diagram)

- Communication
- Persuasive Speaking
- Making your voice count
- Tone assessment
- Tone characteristics

⇒ (Activity-Pass the message)

- Listening effectively
- Facets of active listening

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- Active listening techniques
 - ⇒ **(Activity-Blinded by the phone)**
 - Dealing with lack of body language
 - Words and phrases to use
 - Words and phrases to avoid
- 3. Activity-20 Questions**
- The art of probing for needs exploration
- 4. Key to persuasiveness**
- ⇒ **Activity – Selling the unsellable**
- 5. Selling Skills**
1. Probing Skills for needs exploration
 2. Acknowledging the NEED
 3. Matching the NEED through Benefits / Selling
 4. Testing the water
 5. Closing Skills
 6. Gaining Commitment
 7. Gaining alternative commitment
 8. Handling objections
 9. Handling Buying Signals
- 6. Developing the Telesales Script / Call Guide through work exercises.**
- Profiling prospective customers / callers
 - 1st time customer
 - Experienced customer or investor
 - Difficult Customer
 - Ideal Customer and so on
 - Action Plan for each type of prospect
 - Probing questions to identify the type of caller
 - Product Features and Benefits Analysis
 - Needs acknowledgement statements
 - Matching our product features to the need
 - Matching needs statements using benefits selling
 - “Asking for the sale” or “Closing” questions
 - Rebuttal statements for all possible objections and scenarios

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7. **Developing 2-way communication skill beyond the script dialogue**
 - ⇒ Thinking on your feet
 - ⇒ Spontaneous reactions and selling skills
8. **Practice session, role play and call flow practice**

Day 4

Tool Based Telesales Management Skills

This portion of the project is indispensable for further reinforcement of lessons learnt through the telesales training. A telesales manager is the driving force behind any successful telesales operation. This manager plans activities, monitors and evaluates performance, tracks statistics to submit to higher level management, analyzes the database and motivates the staff. In short, it is the manager's responsibility to ensure smooth administration of the telesales operation in a friendly, productive and motivated environment.

Program Objectives

This program provides tools for the managers to immediately take back and implement in order to achieve the following objectives:

1. **Develop** accurate and winning Telesales Management Strategies
2. **Hire** the right candidates for this very crucial position
3. **Develop** behavioural and technical criteria for hiring
4. **Learn** how to develop winning telesales scripts
5. **Possess** Telemarketing Rep Training material for on going rep training
6. **Monitor** calls for improvement and performance management
7. **Track** call and sales statistics to report to higher level management
8. **Learn** how to motivate Telemarketing Reps

Program Content:

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In order to groom the managers for this extremely crucial task, the following Telemarketing management modules have been included:

1. Elements of an effective telesales management strategy
2. Recruitment strategies
3. Formalized job description development
4. Designing and editing scripts or call guides for new campaigns
5. Telemarketing Rep Training materials
6. Coaching
7. Leadership and Team Development
8. Call monitoring techniques
9. Call performance evaluation
10. Statistics tracking
11. Daily activity management tips
12. Motivating Telemarketing Reps

Day 5

1. Implementing the new learning (Back to phones)
2. Launching the new Script / Call Guide
3. Monitoring performance and script / call guide effectiveness
4. Fine tuning script / call guide, rep skills and statements
5. Rep motivation activities
6. One on one coaching for tying up the loose ends

END OF PROJECT

Project Deliverables

1. Telesales training manual
2. Telesales manager training manual
3. A customized telesales call presentation (script) including:
 - Initial call presentation script / call guide
 - List of industry related objections
 - Objection handling rebuttal scripts
 - Industry related buying signals sheet
4. Management tools to be used by the telesales manager
 - Coaching format
 - Call performance evaluation form
 - Statistics tracking format and form

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- Morning briefing format

Project Duration 5 working days. A small percentage of this duration may be spent outside the client's premises, in case of on the spot preparations or document development.

Group size This proposal is designed for a maximum of 25 pax.

END OF CAMPAIGN

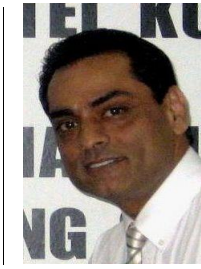
Professional Fees

Day	Work Description	Fees
Day 1	Pre-training call monitoring – 15 call agents	RM3000
Day 2	High Impact Telesales Training – 25 agents	RM4500
Day 3	High Impact Telesales Training – 25 agents	RM4500
Day 4	Call Centre Team Leader Skills	RM4500
Day 5	Post-training call monitoring – 15 call agents	RM3000
Total		RM19,500

Note: 30% project mobilization fee is due upon Day 1 of the project. Balance of payment shall be due upon project completion.

The trainer's travel and lodging expenses are borne by the client.

High Impact Telesales Skills



Shahrukh Moghal has over 17 years of experience in Sales, Customer Service and Telemarketing for various products and services. He majored in Communication at Knox College, Galesburg, Illinois, USA. The experiences that he has injected into sales and service training and consultancy date back to 1990 when he began his career as a sales agent in the United States. Subsequently, he moved up the ranks of agent to team leader to internal trainer over a period of 6 years. Since then, he has been actively involved with developing agent and team leader skills within customer service teams in a multitude of industries including Banking, Insurance, Manufacturing, BPO companies, Software Developers and more. This experience as a customer service trainer has been instrumental in the development of his understanding of agent and team leader psychology, what drives each position and how skills are developed in each area. His training sessions are filled with an air of positivity and motivation for the participants. His training style revolves around Concepts, Application, Reflection and most of all FUN!! Shahrukh's training experiences in Malaysia and Singapore include but are not limited to:

- **Mimos Berhad** – Mutiara Smart Computing – Call Centre Customer Service Skills **(CURRENT PROJECT)**
- **Citylink Express Courier** – Call Centre Customer Service Skills **(CURRENT PROJECT)**
- **Honda Malaysia Sdn. Bhd.** – Call Centre Customer Service **(CURRENT PROJECT)**
- **Affin Bank Berhad** –Telephone debt collection skills
- **HSBC Bank Malaysia Berhad** – Branch training of financial products TELESALLES
- **HSBC Bank Malaysia Berhad** – CRM training for the DRM Team
- **Hong Leong Group Call Centre** – Finance, Bank, Assurance and Customer Service
- **The Bank of Nova Scotia Berhad Call Centre** - Branch training of financial products sales
- **Malaysia National Insurance** – Sales training for a Child Education plan
- **Legend Hotel** – Time Share appointment and Customer Service training
- **Palace of the Golden Horses** - Time Share appointment setting and Customer Service
- **Boustead Development** – Property Sales and Appointment Setting training
- **Bumiputra Commerce Bank Berhad Call Centre** –Phone Banking sales
- **Malaysian Oxygen Berhad Call Centre** –Industrial Products sales and Service
- **Malaysia Airlines Golden Boutiques** – Buy n Fly card sales training
- **New Straits Times**– Classified Ads-Call Centre & Face to face service
- **Utusan Melayu**– Classified Advertising-Outbound Telemarketing and recruitment
- **Knowledge Group of Companies Call Centre**– Telesales training and motivation
- **Elken Sdn Bhd** – Counter Service / Effective Communication and Customer Service
- **British American Tobacco** – Effective Communication and Selling Skills **(Kent)**
- **Telekom Publications Sdn. Bhd. Call Centre** – Appointment setting Skills for Yellow Pages
- **Alterni (M) Sdn. Bhd. Call Centre** – Herbal products sales
- **MNI Oneline Call Centre** – Telesales and Teleservice training
- **Zuellig Pharma Call Centre** - Customer Service Training
- **Vsource (M) Sdn. Bhd.** – Outbound Telemarketing Training for this Outsourced Call Centre
- **AmAssurance** – Setting up a new Telemarketing Unit
- **RHB Bank Call Centre**– Outbound Telemarketing Training
- **Maybank Group Contact Centre** – Outbound Telemarketing Skills (Insurance products)
- **OCBC Bank (Malaysia) Berhad** – Outbound Telemarketing Skills for transactional banking
- **Jabatan Kesihatan Wilayah** - Counter Customer Service Skills – by resource trainer
- **Bank Rakyat Call Centre** – Telesales and Service training
- **SP Setia** – Outbound telemarketing skills
- **Bonuslink Call Centre** – Outbound Telemarketing Skills & Inbound Customer Service
- **EDS MSC Malaysia Sdn. Bhd.** – Call Centre Tele-Service and Handling Complaints
- **Etiqa Insurance Berhad** – Brand Delivery training campaign
- **CSC Malaysia Berhad** – Ensuring contact centre success

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- **Mitsubishi Motors Malaysia** – Customer Service Skills
- **Ricoh Malaysia** – Telesales skills
- **Pos Laju** – Debt collection by phone