



# TELEPHONE SKILLS

*\* enhance your telephone etiquette & skills*

*\* secrets of telephone sales*



1. *Welcome*
2. *the art of the tele comm*
3. *Create a PICTURE (impression*
4. *Answering a call :  
greeting sequence*
5. *The discussion flow*
6. *The importance of listening*
7. *Tele tips*
8. *Make the call memorable*
9. *Using a phone to grow your  
business*

# Welcome

## Module 1

Lockdown has forced us to make dramatic & instant changes to how we sell.

As a Car Sales Exec, you will be used to being in a face to face situation, during the sales process.

You can watch the Customer, read his body language, & adjust accordingly.

Distance selling creates a whole new bunch of challenges.

The telephone has become your tool in dealing with your Prospects.

First thing to grasp – people are visual creatures.

So, how you come across on the phone, creates a picture of you in their mind.

This perception, then, becomes their reality.

Be sure what they hear, is a picture of reliability, integrity & a willingness to assist.

In short – that you CARE.

*In this self-help workshop you will learn how to make the phone your friend & ally.*

# the art of the tele comm

## Module 2

Most think that making or receiving a call is simply a matter of picking it up and answering.

When it is your sales weapon; things change dramatically.

And like any Professional, you need to know your tools intimately.

Try & guess -

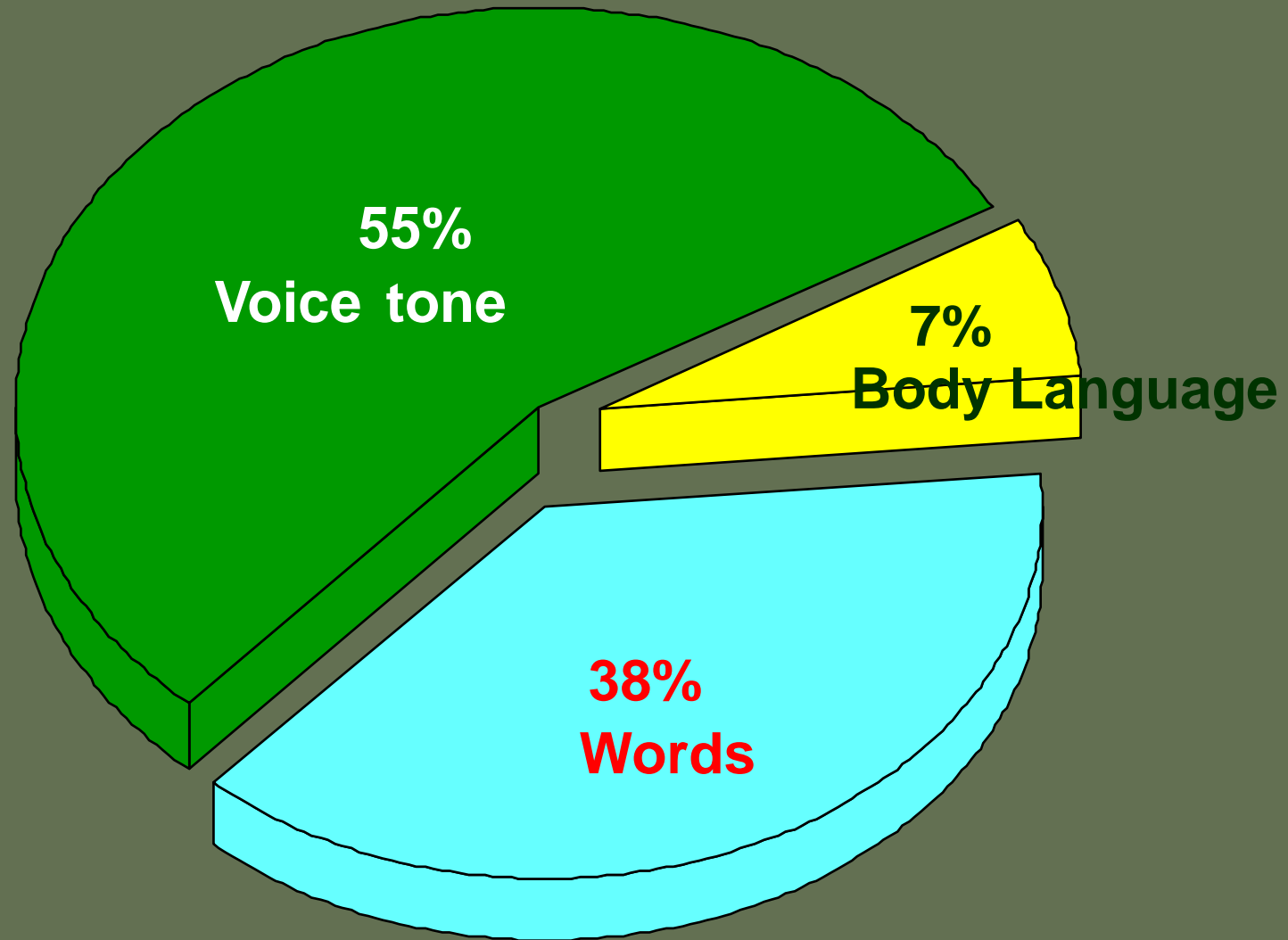
- a. how much of a call do the words you use make up \_\_\_\_\_
- b. & the tone of your voice \_\_\_\_\_
- c. our body language; yes, body language \_\_\_\_\_

Look at the next slide for the answers.

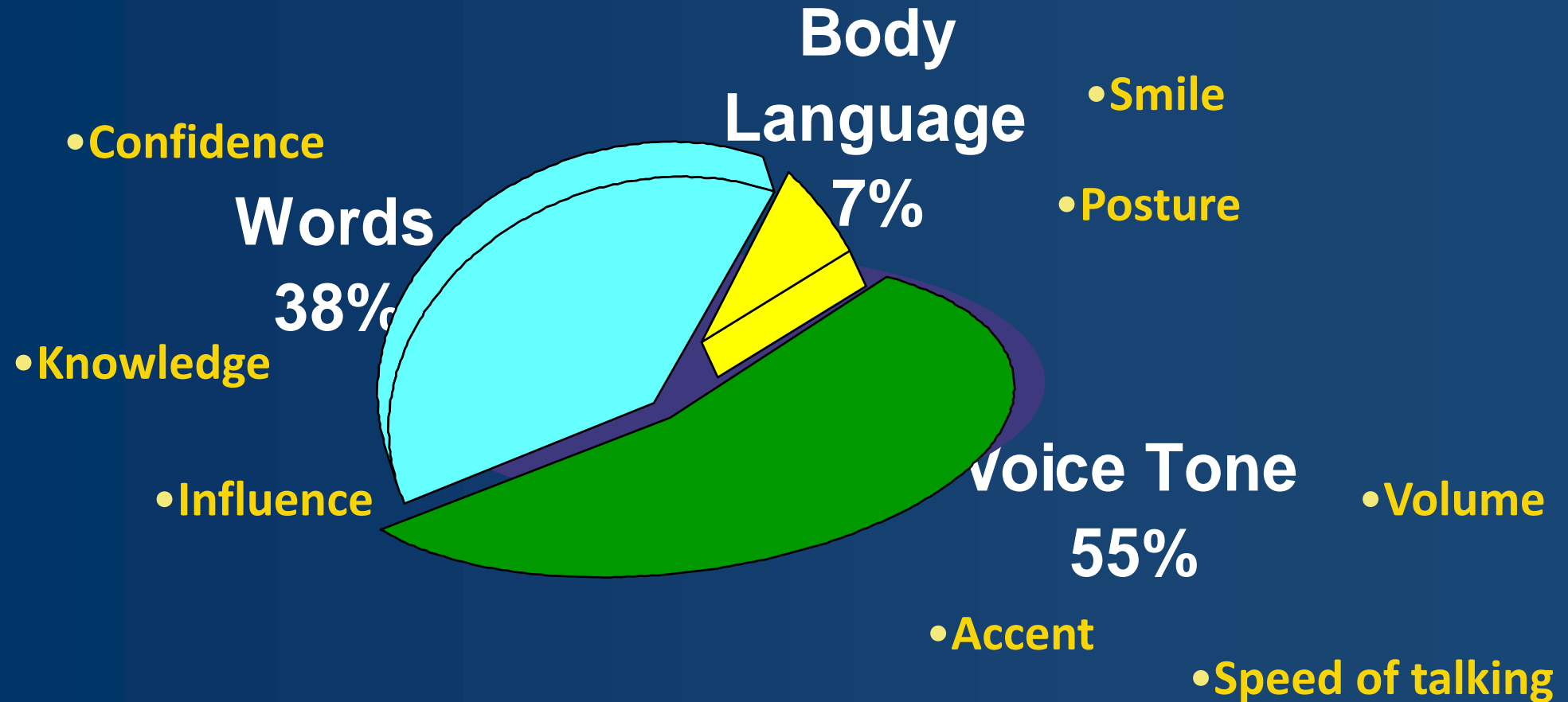
How close were you?

**that your phone manner, words you use & how you are sitting, had best be impeccable & aligned, if you hope to convince a Customer.**

# The art of Telecommunication



# skills requirement for each element



# unpacking the elements

## a. words you use

- a. Confidence : in yourself & your product
- b. Knowledge : of your brand & meeting Client needs
- c. Influence : the ability to convince a Client

## b. tone of your voice

- a. speed of speech : beware of getting excited & rushing your words; a common telesales error
- b. firm but not shouting : so often we speak too loudly on a call, becoming offensive to the listener's ears
- c. pitch: be aware of the pitch of your voice. take the final word of a sentence down (deeper) then lifting to a shriek.

## c. body language

- a. Smile : people can actually hear when you are smiling. true story
- b. sit up & focus: the moment you allow your eyes to wander or get tempted to look at your PC, while on a call, the listener notices

Remember Caller forms a mental  
**PICTURE** of you, based on -

Module 3

P - PITCH

I - INFLECTION

C - COURTESY

T - TONE

U - UNDERSTANDING

R - RATE of speech

(yours & theirs)

E - ENUNCIATION





# the correct sequence when answering a call

Module 4

## 1. greeting

> Thank you for calling...

## 2. identification

> Share your name

(& get theirs)

## 3. willingness to assist

> How can I assist?



# Why in this order?

1. Thank you for calling
  - a) When you answer a call, it takes the Caller's brain, a word or two to kick in.
  - b) They expect you to say good morning, get it out of the way.
2. Your name & company you represent
  - a) Let them know who they are talking to
3. Show your willingness to help
  - a) Let the Caller hear you are "op en wakker"!



# the discussion flow .....

**Greet the caller,  
thanks for calling  
(indicates good  
manners)**



**personalize  
the experience  
exchange names &  
contact details /**



**“how can I help?  
It shows you are  
happy to serve**



**Focus all your  
attention on the  
Caller.**



shut the dog up!

***listening is a vital part of  
effective tele comms***

Module 6



We have two ears & one mouth.

But do we Sales Execs use them in that proportion?

*Very seldom!*

The art of listening is often not easy for Sales Execs  
but only through listening can you learn what our Customer wants.

Rule of any telephone with a Customer –

Contribution to the conversation –

Customer : 80%

Sales Exec : 20%

*Condition yourself to follow this rule*



# active listening

Every sales professional needs to develop to develop active listening skills

This demonstrates to the Caller you not only care about them, but also what they have to say

What is active listening?

Simply, a combination of *verification & clarification*

- 1. Verifying, that you understand what has been said*
- 2. Clarifying to the Caller that you understand*

Example –

*You : “ what colour do you prefer”*

*Caller : “red”*

*You : “ok, so it’s red”*

Have You  
Heard

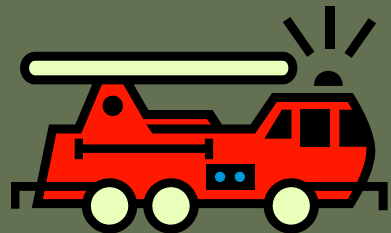


# great listening means

1. Giving your full attention to the Caller.
2. Avoiding interruptions
3. Focusing entirely on the conversation
4. Stop working on what you were doing before the call was taken

## Summary

- a) *Listen carefully*
- b) *Listen actively*
- c) *Cut down on your contribution*



*nothing right now is more  
important than the Caller*



Module 7

# TELE TIPS





# telephone TIPS

01

Open in a  
positive  
voice &  
tone

02

Be friendly  
&  
courteous  
&  
enthusiastic

03

SMILE  
the  
Customer  
will hear it

04

Be alert  
professional  
positive

05

Show  
your  
desire  
to be of  
service

06

Know your  
stuff  
your  
confidence  
will be  
evident

# tips continued.....

07

Avoid  
slang

08

Listen  
attentively  
&  
actively

09

Verify  
what the  
Caller  
wants

10

Clarify that  
you  
understand  
the needs

11

Close  
with  
follow up  
action  
&  
time-line

12

finish  
with  
**THANK  
YOU**  
& a  
**WOW**

# Self test : Questions

## Module 8

1. with Tele selling calls, what is the 1<sup>st</sup> thing you need to grasp?

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2. What importance (%) does each of the communication mediums make up?

- a) Words \_\_\_\_\_
- b) Tone \_\_\_\_\_
- c) Body language \_\_\_\_\_

3. Name one function from each element that is important to remember

- a) Words \_\_\_\_\_
- b) Tone \_\_\_\_\_
- c) Body language \_\_\_\_\_

4. What does PICTURE stand for?

P \_\_\_\_\_ I \_\_\_\_\_ C \_\_\_\_\_ T \_\_\_\_\_ U \_\_\_\_\_ R \_\_\_\_\_ E \_\_\_\_\_

5. What do you learn through listening?

6. What %, maximum, should you (the Sales Exec) contribute to a conversation?

7. Name the correct call answering sequence

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

8. What does active listening consist of?

a) \_\_\_\_\_

b) \_\_\_\_\_

9. Why is it bad to catch up with mails, while you are on a call?

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10. Why should it be important for you to know your products, company & offering?

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# answers

1. That your Caller will create a visual picture of you in their mind
2. Words **38%** Tone **55%** Body language **7%**
3. Refer to pg. 7 for answers
4. Refer to pg. 8 for answers
5. You learn what the Customers needs are
6. No more than 20%
7. (a) greeting (b) identification © willingness to be of service
8. (a) verification (b) clarification
9. The Customer will pick up that you are not devotion you full attention to them
10. The Customer will quickly pick up your confidence & feel more aligned & secure in dealing with you.



**HAPPY**  
distance  
selling

*Need help or advice?  
Please feel free to contact me  
at any time.....*



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