

# Intelisales

**Course Name: Effective Telemarketing Skills**

**Course Code: ITS-TSS202**

## ***Course Description***

The workshop offers delegates a very practical approach to their skills in a telephone-selling environment. It highlights the need for excellent communication skills in a very specific telesales environment. Course will use a mixture of lectures, workshops and coaching sessions including discussion and role-play exercises.

### **By the end of the course participant should be:**

- Develop and build upon their rapport building skills
- Effectively handle, and overcome, objections
- Stay motivated and project a genuine caring attitude
- Win customer loyalty and repeat business

Trainer: To Be Announced (TBA)

Daily Hours: Three (3)

Total Hours: Nine (9)

Training Days: Monday, Wednesday, Saturday

Course Duration: One Month

Training Outline: Two Weeks Theory and Two Weeks Practical in Call Center

## ***Course Outline***

- Scope of Telemarketing
  - What is Telemarketing?
  - Why Telemarketing?
  - When to start Telemarketing?
  - Constructive Factors of Telemarketing
- Growth of Telemarketing
  - International
  - National
- Customer's Sale Cycle
- Types of Telemarketing
  - Inbound
  - Outbound
  - Blended
- Telemarketing Technologies
- Factors that influence success of Telemarketing
- Telemarketing Strategies
- Telemarketing Future