

# Inside Sales Foundation

## 3.1 Developing pro-active telephone engagement skills

Description	<p>Nicknamed the 'Hunters Diamond' training, this very practical and interactive program focuses on covering five effective skills to support being a successful new business hunter over the phone. This training is working from the assumption that. Inside Sales Account Managers in particular have a lot of time to engage with customers and should be able to use selected calls to informally discover, generate and follow-up on leads. This powerful two day training program provides the delegates with the confidence, structure and skill set to change the way in which customer calls are being done, ensuring that Inside Sales can be expected to generate new business. The final section of this training will be a number of live customer calls in which the learned skills will be used. This allows for the training to possibly realise a ROI during the program itself!</p>	<p>Target Audience</p> <ul style="list-style-type: none"> <li>▶ All Internal Sales persons</li> <li>▶ All Sales Managers managing teams and sales individuals needing to reinforce tel skills</li> </ul>
Contents	<ol style="list-style-type: none"> <li>1 Introduction, context and objectives 'Hunters Diamond'</li> <li>2 Step 1 - You never get a second chance to make a first impression - four essential steps of a Hunters call</li> <li>4 Step 3 - Deep-dive - using the 'Hunters Magnificent Seven' questioning ammunition</li> <li>5 Step 4 - So what - using the customer 'Mickey Mouse' model of what's in it for me?</li> <li>6 Step 5 - Present with impact - make the customer remember your call</li> <li>7 Step 6 - Making an emotional connection - match your style with that of the customer</li> <li>8 Step 7 - Close effectively - ensuring there is a concrete and positive follow-up to your call</li> <li>9 REAL PLAY - Making the REAL customer calls</li> <li>10 Action steps and closing</li> </ol>	<p>Language</p> <ul style="list-style-type: none"> <li>▶ English</li> <li>▶ Dutch</li> <li>▶ French</li> <li>▶ German</li> <li>▶ Local language where needed</li> </ul> <p>Duration</p> <ul style="list-style-type: none"> <li>▶ Core training – 2 days</li> <li>▶ Comeback Day – 1 day (3 months after training)</li> </ul>
Learning objectives	<p>The Partner Inside Sales colleague will understand why his / her role can be so much more effective and rewarding</p> <p>Partner Inside Sales colleague will spend an intensive day on learning and practicing the seven steps of an effective call</p> <p>Partner Inside Sales colleague will understand why it is useful to have a simple step process underpinning their call</p> <p>Partner Inside Sales colleague will practice the learned steps with REAL life customer calls</p>	<p>Participants (max)</p> <p>▶ </p>
Refresher	<p>To ensure that the skills learned become part of the Partner Sales Account Managers' behavior, the Partner Campus Team organises a comeback day which will take place circa three months after the core training. During this day, the focus will be on what has worked / not worked, best practice sharing, skill refresh and focused role plays to practice selected techniques.</p> <p>The time between the core training and the comeback day can be effectively used for coaching support by the line manager.</p>	<p>Cost</p> <ul style="list-style-type: none"> <li>▶ Training 3 days POA</li> <li>▶ Development time: tbc</li> </ul>