pets - peak efficiency telephone sales

Results Oriented
Sales Academy

by Buki Mosaku

International consultant, highly sought-after speaker and corporate sales trainer

www.rosacad.com

pets - peak efficiency telephone sales

The objective of the P.E.T.S workshop is to help your team to close more sales over the phone by maximizing their telephone selling and account management skills. It will provide a step-by-step approach for opening the call on inbound and outbound calls, turning around initial objections, getting into extended sales conversations, handling late stage objections and closing the sale over the phone. This will also include getting past gatekeepers and handling voice mail when appropriate; in order to drive new business. We also hone the skills of team leaders and managers at coaching your team to continually bring new prospects into the selling cycle. This workshop and coaching programme has and can be customised for various environments, solutions and industry sectors.

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pets™- peak efficiency telephone sales

course overview

This workshop is designed to maximise your telephone selling skills in order to develop new relationships and close more business.

who should attend?

Anyone who has responsibility for direct or indirect desk based sales, relationship management, qualifying leads, closing sales and up/cross-selling over the phone.

objective

The objective of this customised P.E.T.S workshop will be to maximise your telephone selling and account management skills. It will provide you with a step-by-step approach for opening the call (on inbound and outbound calls) , turning around initial objections, getting into an extended sales conversations, handling late stage objections, securing meetings, closing the sale over the phone,as well as getting past gatekeepers and handling voice mail; in order to increase new business and up sell additional solutions where possible. You will also learn the 'how to' of continually bringing new prospects into the selling cycle in order to generate new business and increase sales. This will also include techniques for reducing follow-up time scales and re-igniting client/prospect's interest without appearing as "pests" and prospect management.

having attended this event you will be able to:

- Get past "critical point number 1" the initial screener such as, "I'm not interested", "I'm already using ABC company", that prevents you from asking question.
- Leverage additional sales from inbound calls.
- Develop an effective, comfortable, personal approach.
- Gain access to targeted high probability prospects
- Find the Decision Maker.
- Get 75% of messages left with a gatekeeper returned.
- Handle voice mail. Get up to 90% of voice mails returned
- Anticipate and turn around objections.
- Establish professional and credible relationships.
- Receive more returned calls.
- Work ratios more effectively.
- Know how to engage customers in the extended sales conversation.
- Encourage repeat business.
- Follow-up effectively with leads and prospects.
- Transition into an interview.
- Know the right questions to ask.

- Verify information for an on target presentation.
- Anticipate and understand responses on the phone.
- Be motivated to make more calls.
- Enthuse brokers, contractors, resellers to sell your solutions to their clients.
- Gain commitment to next steps.
- Increase renewals.
- Close more sales over the phone.

course style

This course is highly interactive and participative and will provide opportunities for individuals to apply workshop methodology with role play and receive analysis and feedback on their approach during the session.

course duration

1 day.

number of participants

The recommended number of participants is 6 to 12 per workshop.

pets™ - programme agenda

9:00 a.m	Introduction and welcome The sales cycle Client/Prospect Management Initial call approach Getting Past Critical Point number 1 Turning around initial objections Engaging prospects in Extended Sales Conversation Practice: They say, I say
1:00 p.m	Lunch
	Converting leads that fall into your lap Improve listening skills and resolving issues Transition into Interview: finding the 'Do' Turn around late stage/complex sales issues Identifying objections Resolving objections Getting Past Critical Point number 2 Verifying Information Presenting effectively Up-selling add on solutions or products Closing
3:15 p.m	Break
	Full Role-plays How to understand your ratios and maintain a streamlined income Techniques for improving overall effectiveness Wrap up
5:30 p.m	Conclusion

about your trainer – Buki Mosaku

Buki Mosaku is the founder of Inquire Management and Results Oriented Sales Solutions a corporate development and sales training consultancy. He has trained thousands of sales people of all levels working with companies such as Royal Dutch Shell, Motorola, Arkadin, Aviva Investors, GLG Partners, Marsh, Willis, Prime, Fidelity, Gartmore, Threadneedle, Marsh, Heath Lambert, Locktons, SBJ, Alexander Forbes, AON, Goldman Sachs, JP Morgan, Morgan Stanley, HSBC, Dun & Bradstreet, Lloyds TSB, Standard Life, Fidelity International as well as mid-market and start up companies across Europe, Asia and Africa.

He is the author of Fast Track-7 Steps to Generating More Prospects, Closing More Sales and Growing Existing Business, ROAM™ - Results Oriented Appointment Making, Coaching Strategy for ROAM™ workshop, ROAR™ Results Oriented Accelerated Referral System, ROSS™ - Results Oriented Selling Skills, ROSM™-Results Oriented Sales Management, Coaching and Development for TSS™ workshop and PETS™ - Peak Efficiency Telephone Selling Skills audio programmes. He has also appeared inthe Times and regularly appears as a guest on BBC radio sharing his views on sales, business development and staff motivation.

AVIVA

I can thoroughly recommend Buki Mosaku to any organisation wanting to see a quantum shift in performance. ..We saw a huge average increase in productivity of 167.9% in our sales support team of 200 staff. Daniel Bingham, Sales Support Manager, Aviva.

arkadin

"Arkadin have utilised Buki Mosaku's unique training programme on several occasions, he has an inspirational style and a sales methodology that has an immediate impact on thesales performance and energy of the team... this in turn generates increased revenue and improved results. Leo Ripley, UK Sales Director, Arkadin

BT

"The sales training was excellent, which in return will improve service to our customers."
Matt Braddock, Operations Manager, BT

"Thank you for the best training course I have ever been on. I enjoyed every minute and am still on a high from it. We have all been using various bits from the training and it's great to see everyone embracing your amazing ideas. I feel as if I have lots of balls to bounce back to the clients rather than giving up when they throw me an awkward one!"
Delicia Thomas, IV Financial Advisor

"Suddenly they started to hit target numbers of cross sales attempts, handle conversations better and delivered really meaningful numbers. As the other teams went through the process we saw the same results. "What has been created is a culture which is competitive, but in the right way. Before the input from Inquire we were pushing across 1-2% of calls to banking. After initial training that doubled immediately and in recent weeks we have been doing 7-8%. That has meant an extra £400,000 worth of business that will continue to grow as the Inquire approach rolls-out."
David Dunlop, CIS Head of Sales and Service

Buki Mosaku is a credible trainer-he deals with real situations. Very practicle ...targeted focused training
Mark Browning, MD Production ITN

"...The team were really impressed and pleased... This has helped the team tackle the subject matter with more vigour and confidence. Some simple yet helpful techniques...we're positive that the results will continue."
Laurence Smith | Senior Client Manager
AON Limited | Private Clients

"Many thanks again for a great session really enjoyed it - some very helpful tips...for the Account Managers - look forward to the next sessions!!"
Myra Lyons, Senior Account Manager, Digital Look

"Buki's sales training was a refreshing change ... His energetic and enthusiastic approach has resulted in an instant improvement in both sales performance and a more positive attitude to sales by all who have experienced it." Gary Perera | Sales Manager Aon Limited | Private Clients
Gary Perera | Sales Manager
Aon Limited | Private Clients

MARSH

MARSH MERCER KROLL
GUY CARPENTER OLIVER WYMAN

"Just wanted to say thank you for the training that you undertook for my team last week - feedback has been really good from the team ..."Tracy Ashton, Head of Client Services, Commercial

"...Mr Mosaku is an excellent trainer... the delivery was outstanding. This has meant a definite positive impact in sales performance and improves margins..."
Nik Patel, Head of Sales - Motorola Govt & Enterprise Business Middles East & Africa

HSBC

The feedback was very positive and even the most 'hardened' sales trainers in the audience came away with something new".
Fergus Craig, Training Manager – HSBC

OLD MUTUAL
ASSET MANAGERS

We have used Buki and Inquire Management many times over the past few years. Buki's energy and delivery style makes his training so effective. His enthusiasm and belief in the knowledge he imparts has an amazing impact on those he trains. His preparation prior to training sessions is second to none and execution slick, fun and powerful.
Karen Barnett, Human Resources Manager – Old Mutual Asset Managers (UK) Ltd