



### This course is designed for:

- Inside Sales and Customer Service who are required to up-sell and cross-sell

### Our results:

*"I would recommend Simplesoft Solutions to any company that believes that communication skills are vital to maintaining and growing their business."*

- William B. Hay  
Director of Manufacturing  
Gem City Engineering

## Summary

This 4-hour course is designed for those selling your company's products and services over the phone. Working with clients over the phone can be difficult so selling over the phone requires additional skills to make up for the lack of visual cues.

## Course Content

### Selling Skills

- Conduct pre-call research
- Define the steps of a telephone sales call
- Build a "reason for listening" opening statement
- Set a pre-call objective that will move the sales process forward
- 7 critical selling skills
- Creative questions & capability statements in a conversational mode
- Use transitions or seed the call for up-selling and cross-selling

### Communication Skills

- Learn to listen more responsively
- Personality style differences in communication
- Earning your customer's trust and respect through open and honest communication

**Note:** This course uses interactive exercises to test the participant's ability to use these selling skills in real life selling situations.



Authorized Partner



Certified Consultant

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