

# TELEGEENCE

## OUTBOUND SELLING SKILLS

Water is wet. Convincing you of that would be as silly as convincing you that cold calling prospects is difficult. Everyone already agrees on that.

Ever since the birth of the telephone, cold calling has universally been one of the most unpleasant business challenges. Until 1996 that is. What made that year different? That's when we started revolutionizing the ways companies like Apple, GMAC, FedEx, Blue Cross Blue Shield, Merck and Deluxe Corporation use the phone.

**Telegence** is our two-day, instructor led program created specifically for an outbound sales rep calling on cold or dormant customers. You see, the phone is different. What traditionally works face-to-face not only doesn't work over the phone, it creates more distance between you and a sale. Selling over the phone thus requires a unique set of skills. This program will transform the way your reps approach selling in an outbound environment and ensure they develop the 18 unique competencies of selling over the phone.



# “They develop the 18 unique competencies of selling over the phone”

## The no relationship relationship.

Customers make emotional decisions about whether to engage and ultimately buy a product or service. These emotional decisions stem primarily from the relationship they have with a sales rep. Only, in a cold call you don't have a relationship. In fact, in addition to not having a relationship established, the customer will often lump you in with every other bad sales call they've ever had. So in a way, you actually may have a negative relationship before you even call. That's why we start by focusing on relationships.

Before an inside sales rep learns to influence, they first have to become a person of influence. In this initial module, reps learn the fundamentals of quickly building a relationship over the phone:

- » **Other Centered Focus** - Grow the desire to serve vs. be served
- » **Expertise** - Discover how to speak the language of the customer
- » **Versatility** - Adjust to the unique styles of the customer and meet their greatest emotional need

## How Do You Make a Face-to-Face Call Over the Phone?

Now that the fundamentals are in place, participants learn the techniques that will create the same success and intimacy as selling face-to-face. Over the course of five

modules, outbound reps will develop the **18 unique competencies** of selling over the phone and answer such questions as:

- » How do you address the **five false objections** the decision-maker uses to avoid your call?
- » What do you do when the “gatekeeper” is the barrier between you and the Decision-Maker?
- » How do you quickly create the level of intimacy required to ensure the customer reveals honest needs and concerns?
- » How do you initiate a discovery process when the customer doesn't trust you?
- » How do you get the customer to visualize and embrace the benefits when you can only rely on your words?
- » What is the secret to removing barriers to purchase and advancing the sale?

## How Do We Make it Stick?

Most training programs fail. The training isn't applicable, reps don't have the reference tools to support their development, and managers aren't equipped to role-model the desired behaviors or coach to the gaps in performance. Here's how we ensure that never happens:

### Linkage

Our team is comprised of world-class thought leaders in sales who know that simply being entertaining or theoretically insightful achieves only temporary results. We understand that every sales organization is unique and to ensure lasting behavior changes, theory must quickly translate into real application. Reps, especially your B & C reps, need to see the link from the concept

to a specific example that they face every day. Our team of experts works with every organization to make sure that the program is customized and linkage occurs.

### Rep Development Tools

Additionally, we provide extensive reference tools to help sustain success, long after the training is complete. Specifically, here's how we make our training endure:

- » Self-assessments to help the rep self-diagnose skill gaps and barriers to success
- » Sales conversational guides
- » Monthly subscription to Aslan Applications
- » Skill building exercises
- » Reference guides for all training content

### Manager Certification

Lastly, to ensure training results in changed behavior, managers must be certified. Managers first learn the fundamentals of coaching, assessing and developing skills. They then continue to develop their ability to coach in one-on-one sessions with an ASLAN consultant. To be certified, managers are required to demonstrate the ability to reinforce the ADS program. This last step is the most critical and ensures the key person- the manager- is equipped to continue the ongoing skill development process.

