

Critical TeleSelling® Skills

How Top Performers Sell

Telesales in today's market isn't easy. Buyers are sophisticated and often wary of telesales professionals. That's why you need Critical TeleSelling Skills.

Critical TeleSelling Skills is a proven sales methodology that teaches sales professionals, who sell over the phone, how to establish connections, build relationships and trust, close confidently, create value in their offerings and dramatically improve their sales effectiveness with modern customers.



Benefits of Critical TeleSelling Skills

- **Gain the skills and confidence** to expertly handle both outbound and inbound calls to create a positive sales interaction
- **Quickly create connections and build trust** with customers - using a consultative approach
- **Build stronger, longer-lasting customer relationships** of "Trusted Advisor" and exceed customer expectations
- **Achieve the coveted status of "Trusted Advisor"** and exceed customer expectations
- **Win more business** by quickly uncovering what is most important to the customer and persuasively presenting the right solution(s)
- **Reduce and overcome objections** from customers by adopting a proven Critical TeleSelling Skills approach

592%

Average Janek training ROI, as indicated 90 days post-training.



Quick Facts

Perfect for

- Sales Professionals
- Sales Managers
- Sales Executives
- Sales Support Staff

Workshop Length

- 1-day or multi-day format

Participant materials

- Participant workbook
- Supporting worksheets & tools
- Job aides & reference guides
- Program certification

Delivery Options

- Instruction-led classroom
- Instruction-led virtual
- Train-the-trainer certification
- Public Workshop

Using real-world examples to illustrate key sales training concepts, the Critical TeleSelling Skills program fosters the development of research-based skills imperative for success in today's competitive marketplace.

Program Objectives of Critical TeleSelling Skills

- **Determine the difference** between a typical sales professional and a "Trusted Advisor"
- **Confidently open sales calls**, create rapport, engage the customer, and set a positive tone for the sales interaction
- **Utilize a focused questioning methodology** to thoroughly uncover customer needs and dig deeper in the sales discussion
- **Present solutions** tailored to customer needs – using a three-step framework to increase customer buy-in
- **Demonstrate effective vocal presence** and utilize active listening skills to maintain customer engagement over the phone
- **Handle objections** using a four-step methodology designed to uncover and address the customer's true concern while maintaining trust and credibility as a "Trusted Advisor"
- **Use a four-step closing process** that leverages the momentum of the sales interaction to seamlessly move the process forward

Maximize your sales training investment

Leverage the full scope of Janek's solutions to drive immediate and long-term results.

Customization

Let us adapt this program for your team's specific needs, industry, sales environment, and culture.

Measurement

Validate training effectiveness in terms of performance improvement, business results, and ROI.

Reinforcement

Take advantage of our turn-key and hands-on training reinforcement solutions.

Technology

Use an innovative technology solution to reinforce training in a convenient and fun format.

"Many companies out there just pull a training off the shelf that may not relate directly to their company. But Janek Performance Group provided us with a customized solution, and the follow-through made a huge difference within our organization."

Lisa Pearne
VP Sales, California Casualty



About Janek

Janek is an industry-leading, award-winning sales performance company. We service clients of all sizes, from startups to the Fortune 100, and have applied our proven methodology to diverse industries and verticals. Top executives turn to Janek for innovative solutions to their most daunting challenges.

With Janek, thinking is shifted from what you sell to how you sell. How aligns with the fundamental way buying and buyers have changed. How listens and learns to adapt. How differentiates. Bottom line: how results in more business, more often. It's time to rethink how.

Ready to get started?

To schedule training for your organization visit www.janek.com or call **800.979.0079**

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