



Certified Telesales Executive

Sample Material

V-Skills Certifications

**A Government of India
&
Government of NCT Delhi Initiative**

V-Skills



1 SALES BASICS

A sale is the act of selling a product or service in return for money or other compensation. It is an act of completion of a commercial activity.

The seller or salesperson – the provider of the goods or services – completes a sale.

The nature and role of selling (also called salesmanship) is to make a sale. It hides the complex process within it. It involves usage of principles, techniques and substantial personal skills for a selling task.

1.1 Telesales

Despite new technologies like internet, telephone is extensively used for sales interactions. This prime importance is due to various reasons, which usually includes

- ✓ Personal interaction against the impersonal interaction like e-mails or chat.
- ✓ Face-to-face encounters are reduced by telephonic conversations
- ✓ Reduction in traveling costs
- ✓ No geographical constraints due to wide reach of telephones with customers

The telephone not only makes the initial interest by prospective customers as part of sales process but it also helps for closing sales transactions. Telesales can be defined as

Telesales is a direct marketing method by which a salesperson uses the telephone as a channel for making the initial approach, in the attempt to sell products or services to prospective customers.

1.2 Telesales Types

Telesales usually involves engagement of prospective customers also called as prospects, over the telephone, as part of the sales process which results sales for the organization.

Hence, telesales is a proactive approach for contacting prospects in an outbound call. Depending on the objective of the call it is divided as

- ✓ A lead qualification call is meant to find out more information about the customer, in order to determine if or how the product or service you are promoting can satisfy their needs. Qualified leads help salespersons save time, by making the sales call only to people meeting certain eligibility criteria for becoming a buyer of the respective product or service.
- ✓ A lead generation call is made to determine the prospect's degree of interest and to set a face-to-face meeting with a sales consultant. High-value products or services (such as houses, cars or industrial supplies), aren't sold exclusively over the telephone. However, the telephone helps establish the first contact, and arouse interest for the specific product. Lead generation calls have the objective of generating interest which can be turned into a sale in a face-to-face meeting.
- ✓ Sales calls have the objective of persuading a person to agree to buy a product or service. They are effective when promoting lower value products or services, which prospects are more likely to agree to buy directly over the telephone. The aim of a sales call is to have the customer's approval in the course of one call.

1.3 Telesales Features

All telesales calls share the following common features

- ✓ the interaction is initiated by the salesperson, not by the customer;
- ✓ the objective of the call is decided by the salesperson, prior to making the call;
- ✓ the time of the call is decided by the salesperson;
- ✓ the costs of the call are supported by the salesperson or the salesperson's employer.

1.4 Sales Cycle

The sales process is usually divided into eight steps which are

- ✓ Pre-Approach phase - This phase is for looking for customers and getting ready for the sale.
- ✓ Approaching the Customer phase - It includes greeting the customer face-to-face, or in the case of electronic sales, through a live discussion thread or live chat.
- ✓ Determining needs phase - It consist of learning what the customer is looking for in a good or service in order to decide which products to show and which product features to present first which occurs in the next step of the sale.
- ✓ Presenting the product phase - It is about educating the customer about the product or the service features and benefits.
- ✓ Handling questions and objections phase - It involves learning why the customer is reluctant to buy, providing information to remove the uncertainty and helping the customer make a satisfying buying decision.
- ✓ Closing the Sale phase - This phase focuses on getting the customer's positive agreement to buy.
- ✓ Suggestion selling phase - This step of the sales cycle is for suggesting that the customer buy more products or services to save money or to enhance the enjoyment of the original purchase.
- ✓ Reassuring and follow-up phase - Helping a customer feel that he or she has made a wise purchase.

1.5 Types of Orientation

Product Orientation

Product orientation is a philosophy in which a company is more preoccupied in what they produce. This orientation is adopted in the hope that as the company mass produces, the cost of production will decrease.

Sales Orientation

Sales oriented company is one that focuses on sales and the promotion of sales. Sales orientation is actually a philosophy of a company in which they concentrate on selling and promoting whatever good or service they produce. This philosophy is usually adopted in the hope that they can sell as much product to the target market.

Market Orientation

Market Orientation is a philosophy where the customer is placed in the heart of the business. The organization focuses on understanding the needs of the customer by using appropriate research tools. All the activities are based around meeting the requirements of the customer.

1.6 Functions of a Telesales Executive

Following are some of the aspects that describe the functioning of a telesales executive on a routine basis.

- ✓ You must be familiar with the customer service standards and procedures
- ✓ You must be aware of the inventory control procedure and the documentation required
- ✓ You must be familiar with the merchandise, promotional campaigns, market concentration, availability etc
- ✓ Ability to communicate and interact effectively with the customer
- ✓ Competent in using computer and perform day to operations on Microsoft Word, Excel, Powerpoint, browsing the internet, emailing etc.
- ✓ Ability to anticipate and resolve staffing problems
- ✓ General ability to adapt and acquire knowledge in short period of time
- ✓ Adapt to the flexible schedule in case of unavoidable circumstances
- ✓ Prioritizing work to meet the targets set for you

It is very important for you to make a to-do list i.e., that is a list of activities that need to be performed and thereby listing according to priorities i.e., listing of what is urgent and needs to be performed immediately and which activity can be performed at a later stage. You need to differentiate between what is Urgent and what is Important.

Planning your day to day work makes you feel much more in control and organized thereby increasing your productivity. You get a feeling of satisfaction and fulfillment. It is very essential that you take up more challenging tasks to grow your career. Keep in mind that you need to work smarter and not harder which requires effective planning. A balance needs to be maintained between handling important tasks and urgent tasks that occur during a day.

Customer Orientation

You must follow this by rule that a “Customer is always right”. Some of the points of reference for handling customers and their requirements are stated below.

- ✓ You must treat your customer well and show utmost concern to resolve their problems
- ✓ Since the only mode of communication is through telephone, you must therefore ensure that you sound pleasant and friendly. A customer does not want to listen to a recorded message or take monotonous calls
- ✓ As the customer is spending money, so you must ask the
- ✓ Advice the customer if necessary, as a bit of assistance can help them to pick the right product

Having a dialogue and not a presentation

A customer does not want to hear about how great your company is or how wonderful products you are offering. They only want their concerns answered. In today’s time the customers are overflowing with information and they are tired of superficial, hi-tech and glossy presentations. There must be a two-way dialogue in which both you and the customer explore the customer’s need first and then determine how your product or service may be able to meet those needs.

It is very important to perform customer focused selling, in which case it becomes very important for you as a seller to put yourself in place of the customer from beginning to the end of the sales process. A customer wants to deal with a salesperson who finds a solution to the problem, rather than deal with someone who tries to close the deal prematurely or gives argumentative response to the objections raised.

www.vskills.in