



Top 10 Telesales Tips

Telephone sales and/or "cold calling" is still an effective way to win new business.

In today's highly competitive markets, it is imperative to create the right impression and build relationships quickly to ensure that the call is effective and achieve your desired objective.

Here are my Top 10 Tips to ensure that your calls are successful!

1. BE ARTICULATE

Communicating effectively is a crucial telemarketing skill. It brings clarity to any given situation and clarity empowers people to make decisions and apply resources to a problem.

Articulate people can ask appropriate focused questions which concentrate on meeting objectives. This is a skill that is also vital in building positive relationships.

2. BE FRIENDLY

Projecting warmth by being friendly is one of the most inviting traits you can possess and is highly beneficial within telemarketing. A friendly persona will often result in an excellent customer experience which, within the world of business, is priceless.

3. BE KNOWLEDGEABLE

Knowledge is power – right? It is no different in telemarketing.

Having the knowledge of the product or service you are selling is imperative. This will enable seamless conversation and by being knowledgeable about the product or service, it will become embedded within your conversations resulting in high quality support to customers.

4. BE CREATIVE

Within telemarketing, obstacles are always being thrown your way. Having the ability to be creative will allow you to produce workable solutions to any challenges you may face, re-enforcing your knowledge to the customer and providing a value to the service or product.

5. BE ORGANISED

Preparation is key! Being organised allows the foundation of the conversation to already be laid. Do the appropriate research, organise your chain of thought; being organised will aid you in being both articulate and efficient.

6. BE EFFICIENT

To be a successful telemarketer you must be efficient. In doing so you will achieve maximum productivity and effect. Be sure to pay attention to the detail of the call ensuring you are not at all complacent.

7. BE FLEXIBLE

Within telemarketing you will speak to a diverse range of customers. Picking up the phone day after day can be repetitive, however bear in mind that you will speak to a variety of different people. Being flexible in your approach and how you speak to them helps you build relationships quicker, but also ensures that your role has variety.

8. BE OPTIMISTIC

By being optimistic you underpin a sense of value and belief in the service or product. Optimism will also provide you with self-motivation; when you are motivated it is assured you will provide a better service.

9. BE FOCUSED

It goes without saying that when you are focused on something you achieve a better outcome. Focus on the overall objective of your call, focus on what you are being told and focus on how you can solve any problems presented.

10. BE EMPATHETIC

The key to telemarketing is being able to build good relationships fast! Being empathetic will help you do just that, as it enables you to proactively help people by understanding their needs and requirements.