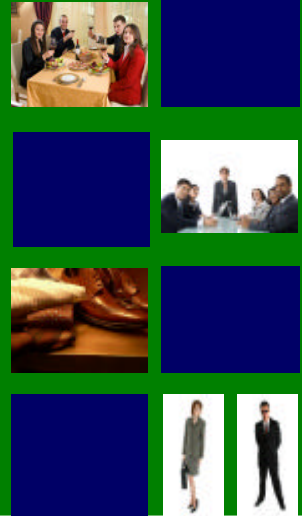


# Using the Telephone As a Sales Tool



Selling is a skill area in which you never stop learning. Virtually everybody in sales today sells over the phone at least part of the time, but is it time for you to evaluate how you use the telephone and where it fits into your sales and marketing mix.

The telephone can supplement, enhance and sometimes replace other means of marketing and selling, and it can dramatically increase your sales success. Come to this workshop and develop your communication, persuasion and negotiation skills so that every sales call is personalized to each prospect and each situation.

## What You Will Cover:

- How to change your skills to change your income
- Pre-call planning
- The critical communication skills
- Dealing with phone tag
- Building trust and respect
- Script and call guidelines
- Developing a follow-up system
- Building your telephone skills
- Learning to persevere

## How You Will Benefit:

- Get past the discomfort of cold calls by learning how to warm up your sales approach
- Develop a script to maximize your efficiency
- Develop a plan for making the call and following up in a timely fashion
- Learn what to say create interest, handle objections and close the sale
- Generate more leads and repeat business by using the telephone more effectively

## Register now—

Title (Please Circle)  Mr  Mrs  Ms  Miss

Name \_\_\_\_\_

Business Name \_\_\_\_\_

Postal Address \_\_\_\_\_

State \_\_\_\_\_ Postcode \_\_\_\_\_

Telephone \_\_\_\_\_

Mobile \_\_\_\_\_

Facsimile \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## Payment Options:

I would like to pay by  Cheque  
 Purchase Order

## Credit Card Details:

Visa  MasterCard  Amex

Credit Card Number: \_\_\_\_\_

Credit Card Expiry: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

## REFUND POLICY

1. This contract becomes binding upon payment of tuition fees or return to us of a completed registration form.
2. This agreement and the rights and obligations of the parties hereunder shall be governed and construed in accordance with the laws of the State of Queensland.
3. All notices must be in writing.
4. Cancellation before Commencement:
  - 1) More than 7 Days Notice - Full Refund
  - 2) Less than 7 Days Notice but not less than 48 Hours Notice - 50% Refund
  - 3) Less than 48 Hours Notice but more than 24 Hours Notice - 25 % Refund
  - 4) 24 Hours or Less Notice - No Refund will be provided
5. Cancellation after Commencement: After the start of the course a refund of the balance of unused fees may be considered for serious medical reasons only and will be at the sole and unfettered discretion of the course provider. (A Medical certificate is required).
6. One-on-One Personal Computer Training has the right to cancel any course for any reason at any time. If One-on-One Personal Computer Training cancels any course, an alternative offer may be made or the balance of unused fees will be refunded. Fees will not be refunded for any reason other than the above.
7. The customer and attendee agree that the course provider will not be responsible whatsoever for any damage, loss or claim against or suffered as a consequence of any matter or thing including negligence of the course provider.
8. The customer and attendee agree that they will be jointly and severally liable for any property damaged as a consequence of the attendee's attendance of a course.
9. All training courses must be paid in **FULL**, before an attendee's course position is guaranteed. Purchase Orders with Credit Card Details will only be accepted as having been fully paid if Credit Card Details are included on the Purchase Orders and the Merchant Facility has processed them as valid. We accept the following credit cards - Visa, Mastercard, Bankcard and American Express.
10. By completing the registration form and declaration below you accept the conditions of registration and the customer and attendee accept that these conditions supersede any conditions noted on any purchase order provided.

## Other Business Courses Available

- Advanced Writing Skills
- Anger Management: Understanding Anger - Yours and Others
- Budgets and Managing Money
- Building Self Esteem and Assertiveness Skills
- Business Etiquette: Gaining That Extra Edge
- Business Leadership: Becoming Management Material
- Business Writing that Works
- Change Management: Change and How to Deal With It
- Coaching: A Leadership Skill
- Communication Strategies
- Conducting Effective Performance Reviews
- Conflict Resolution: Dealing with Difficult People
- Conflict Resolution: Getting Along in the Workplace
- Customer Service Training: Managing Customer Service
- Customer Service: Critical Elements of Customer Service
- Delegation: The Art of Delegating Effectively
- Hiring Smart: Behavioral & Performance-based Techniques
- Human Resources Training: HR for the Non HR Manager
- Inventory Management: The Nuts & Bolts
- Marketing and Sales
- Meeting Management: The Art of Making Meetings Work
- Motivation Training: Motivating Your Workforce
- Negotiating for Results
- Orientation Handbook: Getting Employees Off to a Good Start
- Performance Management: Managing Employee Performance
- Problem Solving & Decision Making
- Project Management Training: Understanding Project Management
- Public Speaking: Presentation Survival School
- Public Speaking: Speaking Under Pressure
- Sales Training: Building Relationships for Success in Sales
- Sales Training: Dynamite Sales Presentations
- Sales Training: Overcoming Objections to Nail the Sale
- Sales Training: Prospecting for Leads like a Pro
- Sales Training: Selling Smarter
- Skills for the Administrative Assistant
- SpeakEasy: Conquering Your Fear of Speaking in Public
- Stress Management Training
- Team Building: Developing High Performance Teams
- Teamwork: Building Better Teams
- Telemarketing: Using the Telephone as a Sales Tool
- The ABC's of Supervising Others
- The Minute-Taker's Workshop
- The Professional Supervisor
- Time Management: Get Organized for Peak Performance
- Writing Reports and Proposals



RTO QLD Pty Ltd  
Trading as *One-on-One Professional  
Business Training*  
A.B.N: 86 124 003 818

**Address:** Unit 6, 286 Ross River Rd  
Aitkenvale Q 4814  
**Telephone:** 07 4728 5582  
**Fax:** 07 4723 7814  
**Email:** info@NQTraining.com

*One-on-One Professional Business Training is a proud member of the One-on-One Group of Companies*