

Inside Sales Training

Content

- Customer Service role transition into an Inside Sales role
- dealing with customers from a sales point of view
- basic sales techniques
 - creating a trustful customer relationship
 - how to arouse customer interest
 - how to draw attention to attractive products
 - asking the right set of questions
 - adapting to the communication style of the customer
 - elegantly dealing with customer objections
 - how to flexibly verbalize a convincing benefit argumentation

Further details will be part of the preparation process, including the alignment with the management.

Organisation/ Duration

For the Inside sales training the participants will also be split up into two groups that will be trained for one day each. Before and after the training the superiors are supposed to get a leadership coaching of half a day, to enable them to actively support the change process and to optimize the long term team performance. In a follow-up training after 8-12 weeks the attained goals will be reflected and the content of the training will be deepened in a one day training with half a day for each group. Before and after that setting the superiors will get half a day of leadership coaching to reflect their own development and the results they have attained with the team and will decide on how they will keep up the performance in the long run.

Methods

facilitation, impulse inputs, discussions, group work, feedback, video-feedback, interactive exercises, coaching

Trainer

Boris Kimes M.A. Kimes Communication & Health