



Two Days Intensive Seminar

SBL Claimable Subject to HRDF Approval

Telemarketing Skills and Techniques

12TH & 13TH JANUARY 2010
JW MARRIOTT HOTEL, KUALA LUMPUR

Objectives

The major aims of the seminar are to help the participants:

- To raise the awareness of effective telephone sales techniques
- To master the art of effective telephone sales presentations
- To activate an effective telemarketing programme
- To motivate salespeople to improve their telephone selling skills

Outline

Introduction

- Ice breaking, Introduction
- Course objective
- Importance, definition, process
- What is telemarketing?
- The pros and cons of telemarketing
- The importance of telemarketing
- Uses of telemarketing
- Success in telemarketing
- Why telemarketing
- Script development and use in telemarketing
- How buyers make decisions
- Steps in the selling process / Pre-call strategies
- Group exercise on the qualities of a good telemarketer

Approaching the Prospect

- The approach / Key phases in ideal sales call
- Grabbing the prospect's attention
- Transition making strategies
- The approach / Multi-call sales presentation
- 6 steps presentation plan

Developing a Script

- Questioning skills
- The pros and cons of scripted calls
- Developing effective scripts
- The approach / Analyse needs
- Advocate a product / Ask for the order
- Apply service
- Exercise on developing a script

The Smart and High Value Questioning System

- Questioning skills / The smart question system
- How questions establish credibility
- Questions cover needs

- Using the smart questions system
 - Avoiding asking wrong questions
- Analysing and Understanding Customers**
- Understanding your customer
 - Determining your target audience
 - Qualifying prospects
 - Developing prospects list
 - Advocating the appropriate product
 - The art of negotiation
 - Most common objections
 - Handling most common objections
 - Types of objections / Closing the sales

24 Closing Skills

- General closing skills / Closing over the phone
- 24 closing skills based on scientific research
- Evaluation and close

After Sales Customer Service

- Importance of after-sales customer service
- Customer intelligence / Relationship marketing
- 7 steps to answering calls
- Words to use in telemarketing
- Words to avoid in telemarketing
- Sales techniques the PRO use

Who Should Attend

Suitable for Marketing and Sales Personnel of Industries, Trading, Insurance, Banks, Private Hospitals, Personnel of Direct Marketing, Hotels and Restaurants, Lawyers, Accountants, Supermarket and Show Rooms. Equally useful for individuals who plan to make their career in sales and marketing.

Training Methodology

The method of training and facilitation will be participants' paced, participative and skills oriented. In addition to short lectures and discussions there will be individual and syndicate group exercises benefiting particularly from the cross exchange of personal experience and group dynamics. Participants will also be given extensive handouts designed for the seminar.

By the end of the seminar, participants will have a better understanding of human oriented selling skills and are able to execute their duties with confidence and achieve better performance for the organization.

Conducted By Distinguished Speaker:
DR. ADALAT KHAN

Doctor of Business Administration (American University of Hawaii, USA); MBA (Peshawar University, Pakistan) and Post Graduate Diploma in Management (Holland)

Dr. Adalat Khan is a foremost authority, leader and speaker in the fields of management, leadership, customer service and train the trainer subjects. He is a visiting professor to the Open University Malaysia and American Central University, USA. He has taught various courses such as management, leadership, communication, law etc. He has provided consultancy to Medtronics International (Holland) the biggest pace making company in the world in their switch over to Japanese style of management. He is an internationally renowned trainer and consultant, registered on the rosters of ILO United Nations, the founder member of Pakistan Environmental Protection Foundation, The Asian Development Bank and The Commonwealth Secretariat.

Dr. Adalat has conducted training programmes for many organisations and trained hundreds of people both in Malaysia and overseas. He has also conducted many programmes for Malaysian Institute of Accountants (MIA), Federation of Malaysian Manufacturers (FMM) and International Youth Centre (IYC). He has spoken to international conferences like Trainers Meets Trainers 95. The response and feedback received confirms his excellent and results oriented training approaches. His focus on achieving both qualitative and quantitative results has helped many organisations save and earn huge financial gains.

Additionally he has also attended various prestigious short terms training programmes, i.e. ISO Lead Assessors course conducted by NEVILLE CLARK, Project Appraisal Techniques by World Bank, Entrepreneurship Development by MSI USA, Starting Your Own Business by USAID, Certified Trainer by GTZ Germany, Certified Trainer by The Institute for Supervision and Management (ISM) UK, and numerous other organisations. During the past 13 years he has worked, trained and consulted with manufacturers, government agencies, banks, insurance companies and international agencies.

Organised By:



Official Magazine:



For Customised In-House Training, Please Call: 03-2162 6828

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REGISTRATION FORM

Ref: JAN10TST

EARLY BIRDS: Registration and Payment by 28th December 2009 – RM1088.00 per person

GROUP DISCOUNT: Two or More Persons from same organization – RM1188.00 per person

REGULAR FEE: RM1288.00 per person inclusive of lunch/tea-breaks/valuable seminar materials & **CERTIFICATE**

(Crossed Cheque/Bank Draft payable to **ASIA PACIFIC DILIGENCE SDN. BHD.**)

MAILING ADDRESS: B-2-9A, Megan Avenue II, 12, Jalan Yap Kwan Seng, 50450 Kuala Lumpur

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E-Mail: apd@po.jaring.my Website: www.asiapacificevents.com

Full Name: Dr./Mr./Ms.....

Full Name: Dr./Mr./Ms.....

Position:.....

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Full Name: Dr./Mr./Ms.....

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Position:.....

Position:.....

Company:.....

Address:.....

Tel:.....

Fax:.....

E-mail:.....

Contact Person:.....

Cancellations & Transfers: If you are unable to attend, a substitute candidate(s) is welcome at no extra charge. Please provide the name and position of the substitute delegate at least 2 days prior to the seminar. A full refund less 25% administrative charge will be made for cancellation received in writing 2 weeks prior to seminar. A 50% refund will be given for cancellation received 1 week prior to the seminar. Regrettably, no refund can be made for cancellation 3 days before the seminar. If registration is confirmed, a 25% administrative charge will be incurred for non-attendance.

The organizer reserves the right to change speakers and/or modify the programme content without prior notice.