

**SALES AND TELESales  
SOLUTIONS**

Helping people to increase their market share

## ONE DAY WORKSHOP




**JENNY CARTWRIGHT**  
Principal Trainer

*This one-day workshop can be  
customised to your needs and conducted inhouse.  
Individual coaching on request*

***“How to get more Sales and keep your Customers coming Back!”***

# INBOUND SALES/CUSTOMER SERVICE TELEPHONE SKILLS



Everyone in a company who uses the telephone is in sales, from the first person who answers the phone to the Chief Accountant or Managing Director. The way you present on the telephone in the first 30 seconds is critical to the way the customer perceives your company. You never get a second chance to make a first good impression.

This invaluable Customer Service Telephone Skills workshop teaches you the skills and techniques you will need on the telephone to achieve a better image for your company, more sales and improved customer service. It is suitable for sales and customer service staff who handle inbound calls.

**“There is a noticeable improvement in the structure in which the sales staff are approaching their customers on the phone, increasing staff confidence and customer satisfaction. We would recommend Jenny Cartwright to any company who wishes to utilize training and make a difference in the sales area.”**

**Edward Henebery , Managing Director – Acorn Australia**

Customers don't want to know how much you know, they want to know how much you care. Do you ring them back promptly when they call with an enquiry or do you wait till the next day because you have made a pre-judgement that this call could wait? Many sales are lost simply because the customer service representative left it too long to call back. The customer needed a response there and then and got one elsewhere. When customers call you, they are looking to buy, and it is the customer service representative's responsibility to help them buy, not just to answer the customer's questions. These important skills are vital to your company's success.

**“Since the customer service training, one of our team commented that he thought team morale had improved at least 40 – 50%. Our results for last month are also very pleasing.”**

**Archie Campbell , National Sales Manager - MSA**

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# WHO IS THE TRAINER?

## **JENNY CARTWRIGHT**

This workshop is based on the skills and experience of one of the best telemarketers and trainers in Australia today. Jenny Cartwright is unique in that she still does telemarketing herself, which keeps her in touch with the skills required in today's marketplace. She is a certified trainer and wrote the first telemarketing course in 1995.

Jenny was National Marketing Manager of the Telford Hotel Group for 6 years, International Marketing Manager of Centralian Tours for 3 years and Product Development Manager of Insight International Tours for 1 year.

In 1988, she established her own company, **Jenny Cartwright Promotions**, to help companies, on a consulting basis, to develop their business and increase sales. Examples of some of her clients have been Jones Lang Wootton, Day-Timers, Vagabond Cruises and the Executive Meeting Centre.

From 1991 - 1996, through direct mail and telemarketing campaigns, she successfully promoted **Tom Hopkins and Anthony Robbins on four of their visits to Australia, Zig Ziglar, Sales Congress 91,92,93,94,95,96 and 97, James Rohn, Denis Waitley, Harvey Mackay, Michael Gerber and Jay Abraham.**

Examples of some of her inhouse training clients are **Macquarie Corporate Telecommunications, Blue Haven Pools, The Real Estate Institute, R.M. Smith & Son, Hexal Pharmaceuticals, ID Warehouse, Acorn Australia, Phytomedecine, Chandler Macleod, MSA, APS Chemicals, Nutri-metics, Phillips Components, John Grant Real Estate, Dept. of Births, Deaths and Marriages, Australian Casualty and Life, Delaney Kelly Golding, Integrated Machine Monitoring, Valuer General's Department and Tourism Tasmania.**

# WHAT YOU WILL LEARN

- ✓ To realise the importance of attitude in the customer service role
- ✓ How to build rapport quickly with the customer on the phone
- ✓ Focus on the use of positive language
- ✓ How to change your phone tonality to come across in the most professional way
- ✓ How to establish customer's needs using some powerful questioning techniques
- ✓ How to demonstrate good listening skills
- ✓ How to present your product by phone
- ✓ How to convert 70% of enquiries into sales
- ✓ How to handle complaints and difficult customers
- ✓ **How to:**
  - ~ Put people on hold
  - ~ Answer the phone correctly
  - ~ Close the conversation
  - ~ Avoid telephone tag
  - ~ Handle voicemail
  - ~ Create ways to provide exceptional customer service to keep customers returning
- ✓ How to add-on and cross sell
- ✓ How to write emails and letters well

# WHO SHOULD ATTEND?

***Anyone who has inbound telephone contact with clients.***

***Inbound Sales staff • Customer Service staff • Business Owners • Sales Managers***

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