

## Telephone Account Management Skills

The telephone can be an invaluable tool for maintaining business relationships with clients. Managing your business on the telephone can be time efficient and cost effective. Successful Telephone Account Managers are highly organised, efficient and forward-thinking.

This two day course focuses on the key skills and sales processes to maximise existing business relationships, adding value to your customers and your profit margins.

### HIGH LEVEL LEARNING

- » Identifying and relating to key buying motivators
- » Evaluating your account management processes
- » Making the most of every call

### YOU WILL LEARN

- » How to assess the true value of your customer base
- » How to identify potential revenue streams
- » Ways to manage your sales territory more effectively
- » To plan and prioritise your accounts
- » To profile your customers in order to understand them and relate to them more effectively
- » To structure telephone account management calls
- » Advanced questioning techniques
- » To maximise sales potential in a follow up 'service' call

### IN ADDITION

- » This course uses questionnaires, checklists and role play to reinforce training messages. Each attendee will leave the course with a strategy for increasing their revenue and planning their sales territory more effectively