



CV-66 2 Days (14 Hours)



## Description

### Who is this training for ?

**For whom**

**Prerequisites**

### Training objectives

### Training program

#### En amont du présentiel

- A video and a self-diagnosis to prepare for your training.
- A useful first tool on the telephone.

#### Adapter sa communication pour vendre au téléphone

- Telephone tools: voice, words, active listening.
- Diagnose your attitude on the telephone.
- Identify your strengths.
- Structuring your sale with CRC.
- Scenario Practical exercises: adapting to the telephone.

#### Réussir les 1 ers instants au téléphone Accueillir en appel entrant.

- Hook up and overcome roadblocks on outgoing calls.
- Question by involving the customer: the SPID method.
- Obtain the customer's expectations and motivations.
- Scenario Scenario: my catchphrase.
- Questioning training.

### Argumenter pour vendre

- Strengthen the desire to change.
- Develop a persuasive commercial argument.
- Treat objections, doubts and lack of information separately.
- Know how to value your price.
- Conclude on the phone.
- Take your leave, leave a good last impression.
- Scenario Training on a complete sales case on phone.

### Négocier et préserver ses marges Affirmer sa valeur ajoutée et argumenter son prix. Résister pour valoriser son offre.

- Obtain compensation in exchange for any effort.
- Finalize the client's commitment.
- Scenario Training for final negotiation and competition.

### Après le présentiel, mise en œuvre en situation de travail

- A challenge each week to help implement.
- To learn more about remote activities A video 'Selling is an art!'.