

# Telecoms & Tech Academy

**SCHOOL OF TELECOMS  
& TECH BUSINESS**

## RETAIL SELLING TECHNIQUES FOR THE TELECOMS INDUSTRY

**Format:**  
Classroom

**Duration:**  
2 Days

**KNect365  
Learning**

an informa business

# COURSE SUMMARY

## HIGHLIGHTS

- **Sell more, promote higher denomination plans, handle 'price shoppers', manage difficult or upset customers and close sales more consistently on a daily basis.**
- **Master the analysis of the customers real needs and wants and understand how customer perceptions affect the perception of value.**
- **Ask effective questions to better understand client needs and use a framework which ensures efficient communication.**
- **Learn to ask for the sale including cross-selling and upselling.**
- **Learn to control the sale & manage to closing quicker and easier.**
- **Learn to manage customer complaints more effectively and avoid complaint escalation**
- **Highly interactive and participative with targeted role play and practical application linked to each modules learning outcomes to provide a focus for consolidation and to apply the learning specifically to the business.**
- **Training includes the latest industry research and best-practice from Ovum—this is simply information you will not get from any other training provider.**

Book online

[telecomstechacademy.com](https://telecomstechacademy.com)

Book over the phone

**+44 (0)20 7017 4144**

Book via email

[training@telecomtechsacademy.com](mailto:training@telecomtechsacademy.com)

## COURSE SUMMARY

Retail Selling in a telecoms environment has long been one of the most competitive sales environments and the competition only continues to increase with the changing digital transformation landscape. It is vital that telecoms operators make the most of all marketing spend and every customer by giving retail sales staff the skills and confidence to professionally manage, control and close sales including more complex digital products and ensure satisfied customers and repeat business.

The nine modules provide a broad spectrum of retail selling skills in a telecoms context, which are essential in creating business in a retail environment. Learn to sell effectively in a relaxed common sense manner without resorting to gimmicks and high pressure in rushed sales decisions.

Throughout the nine modules we present an unparalleled insight into what customers really want. From these insights we equip the Telecoms Retail Sales Consultant with skills necessary to reduce complaints, close more sales and build repeat business. The theory is then combined with practical examples to provide an excellent framework for the consultant to enhance their career through improved customer service and increased sales.

## OUTCOMES & COMPETENCY DEVELOPMENT

At the end of the course, the delegate will be able to:

- Learn to create a great first impression
- Becoming a trusted advisor
- Ask effective questions to better understand client needs
- Master active listening techniques
- Learn to control the sale & lead a customer to becoming a buyer
- Learn effective techniques for selling higher denomination packages and emphasizing the value of these
- Learn cross selling and upselling
- Recognise what makes people buy and how they select a supplier or partner
- Use a framework which ensures efficient communication
- Develop rapport & create warmth & openness
- Learn simple and professional ways of handling price shoppers and overcoming objections
- Understand master and implement sales psychology techniques
- Increase your average \$ dollar per sale.
- Describe how to close a sale, generate extra business and learn how to build a good long term Customer relationship
- Manage customer complaints and convert dissatisfied clients to avoid complaint escalation
- Learn selling techniques based on personality type and alter your communication techniques accordingly.
- Build templates and systems for habits that will guarantee success.

# COURSE CONTENTS

## PRE-RECORDED MODULES

The pre-recorded modules are made available prior to the course to all course participants. The topics include:

- Technology made simple - Understanding Telecoms Solutions
- Industry Outlook - Digital transformations in the Telecoms and Tech industry

## MODULE 1 - INTRODUCTION AND LISTENING SKILLS

### Moving from Retail Sales Consultant to Trusted Advisor

To be a success in the retail sales industry, the first step is to change your mindset. Delegates are shown how a little goes a long way by simply changing your approach to your role in sales.

This module will include:

- Your attitude
- Product Knowledge
- Your enthusiasm makes all the difference
- What is selling?
- What makes us buy?
- Becoming a trusted advisor

Competencies Developed:

- Becoming a trusted advisor

### Active Listening

### Understanding the modern customer

A new look at logic, emotion, and decision-making; What turns them on and off?; How people reach buy-in with client specific examples; Why use consultative selling skills.

This module will include:

- The ability to accurately read and "follow" another person's point of view
- The ability to tell the degree to which others are buying or not buying what you are saying at any given moment.
- Realising that buying is the pursuit of confidence and trust, not just understanding.

Competencies Developed:

- Master active listening techniques

### Acknowledging the Customer in your environment

This module will include:

- What do you expect when you are a customer?
- Trust / Tension / Value and the impact these have on the buying decision
- Define "excellent retail customer service"
- Developing rapport to build more trust and credibility
- Constructing positive dialogue
- How does a Customer feel when entering a "selling" environment?
- The importance of first impressions

Competencies Developed:

- Learn to create a great first impression

## MODULE 2 - QUESTIONING TECHNIQUES

### Establishing the Customers Needs and using these to Upsell and Cross Sell

Sales is all about helping the customer determine his/ her needs and wants by asking questions and listening to the response. The quality of questions asked will determine the quality of information you are given. Delegates will be guided through the

processing of the different types of questioning and the appropriate situations to use them.

This module will include:

- Closed Probe
- Open Probe
- Confirmation
- Trail Close
- Closing Question

Competencies Developed:

- Ask effective questions to better understand and assess client needs

## MODULE 3 - RAPPORT BUILDING TECHNIQUES

### Advanced communication skills— Becoming the Trusted Advisor

Credibility skills to gain customer commitment; Cutting -edge communication strategies and techniques; Creating open-mindedness to begin sales calls; Questioning skills to fully understand customer requirements and build a value position

This module will include:

- The ability to prove respect for anybody's point of view in a completely convincing manner.
- The ability to establish common goals in any situation.
- The ability to dissolve negative views and sales resistance by using leadership skills instead of sales tactics.

Competencies Developed:

- Learn to control the sale & lead a customer to becoming a buyer
- Recognise what makes people buy and how they select a supplier or partner



# COURSE CONTENTS

## MODULE 4 - NON VERBAL COMMUNICATION SKILLS

Knowing how to interpret body language is an important aspect of non-verbal communication, which allows you to understand the customer and their preferences and engagement including:

- Apply knowledge of body language to improve communication
- Understand the impact of space in a conversation
- Understand the nuances of body language from the face, hands and arms to legs, walking style and posture
- Use mirroring and matching techniques to build rapport
- Shake hands with confidence
- Learn to give space
- Understand facial expressions
- Understand unconscious body expressions
- Mirror and lead to increase sales

Competencies Developed:

- Apply knowledge of non verbal communication to improve communication and reduce complaints escalation

## MODULE 5 - PRODUCT DEMO SKILLS

### Product Demo Skills - Knowing and showcasing your product solutions

Develop the beliefs, skills and behaviors that set you apart from the average sales person; Connecting solutions to the customer's point of view; Presenting on-target solutions

This module will include:

- How to position and present solutions, using a product demo to meet customer needs, factually and emotionally well targeted solutions that others will accept.
- The ability to "customise" your

offering on the spot by emphasizing the benefits most suited to the customers needs and promoting higher denomination packages with value suited to the customers needs.

Competencies Developed:

- Learn effective techniques for selling higher denomination packages and emphasizing the value of these using a demonstration
- Learn cross selling and upselling

## MODULE 6 - FAB TECHNIQUES

### Building your sales process—The power of Systems

The selling model – how to manage your deals effectively; Setting goals and objectives in your sales process; What FAB's, USP's and UPB's are and how to use them.

This module will include:

- Understand the importance of setting goals and targets in your sales process
- The ability to manage your deals from leads to conversion.
- Linking these to scripts for maximum consistency

Competencies Developed:

- Learn to create a great first impression

## MODULE 7 - INTRODUCTION TO EMOTIONAL INTELLIGENCE

Emotions can influence the way we act and react in the workplace. Emotional Intelligence is the ability to recognise our behaviours, moods, and impulses, and manage them in a positive way to communicate

effectively, empathise with others, manage stress, overcome challenging situations and defuse conflict.

This module will include:

- Identify the benefits of emotional intelligence.
- Learn the core skills required to practice emotional intelligence.
- Define and practice self-management, self-awareness, self-regulation, self-motivation and empathy.
- Master tools to regulate and gain control of one's own emotions
- Balance optimism and pessimism.
- Effectively impact others.
- Relate emotional intelligence to the workplace.
- Use the concepts and techniques to improve sales.

Competencies Developed:

- Manage customer complaints and convert dissatisfied clients to avoid complaint escalation
- Learn selling techniques based on EQ theory and alter your communication

# COURSE CONTENTS

## MODULE 8 - OBJECTION HANDLING - OVERCOMING OBJECTIONS FROM THE CUSTOMER

This module will include:

- Feature, Advantage, Benefit, Confirmation
- The right benefit to the right customer
- Identifying customer's decision criteria
- Identifying concerns and reservations
- Qualifying concerns and reservations
- Dealing with reservations in a non-adversarial manner which encourages mutual problem solving

Competencies Developed:

- Learn simple and professional ways of handling price shoppers and overcoming objections
- Understand master and implement sales psychology techniques

## MODULE 9 - CLOSING SALES TECHNIQUES

**Closing: obtaining commitments vs. agreements**

The difference between commitment (buy-in) and agreement (intellectual consensus); The top 4 objections and how to combat them with confidence; Overcoming obstacles to closing; Effective language patterns to close; Traditional closes and how to use them.

This module will include:

- The ability to close sales and gain committed buy-in.
- Measurable skills linked to measurable business results.
- The importance of scripts, habits and systems

Competencies Developed:

- Increase your average AED yield per sale.
- Describe how to close a sale, generate extra business and learn how to build a good long term Customer relationship

# OUR TRAINING SERVICES

## TELECOMS & TECH ACADEMY STRUCTURE

Our training programmes are delivered worldwide as part of the training and development plans of many operators, vendors, and service providers. The programmes cover a wide range of competency development requirements.

To ensure we meet the training needs of the industry as effectively as possible, we operate three schools:

### School of Telecoms & Tech Business

Business training tailored to the telecoms industry, ranging from the intensive 5-day Telecoms Mini MBA to specialist leadership and marketing training.

### School of Advanced Communication Technologies

Covering a multitude of technologies, these courses range from overviews aimed at nontechnical staff to in-depth engineering training.

### Distance Learning

Our comprehensive suite of Distance Learning programmes provide an excellent opportunity to expand knowledge and build confidence.

## OUR TRAINERS

We only use trainers and programme directors that satisfy the following three criteria:

- Experts in their field
- High level of industry experience
- Expert facilitators and training professionals.

All our trainers have undergone a rigorous election process and are subject to continuous monitoring and evaluation. Each trainer is accredited for specific courses or topic areas. Whether engineers or business experts, all our trainers are required to continue their own development within their specialist areas, and to broaden their industry view of trends, best practice and technology.

This is achieved by our on-going work with many tier 1 operators and vendors, and by full exposure to Ovum research and KNet 365 TMT worldwide events.

## UNIVERSITY ACCREDITATION

Some of our programmes have been accredited by the University of Derby Corporate, an UK-based university highly acclaimed in the area of employer engagement. They are at the forefront of the drive to integrate highly focused industry-led training with the academic rigor and quality control of university-based education. Our comprehensive Advanced Telecoms Management Series have been accredited postgraduate level, with our extensive suite of Distance Learning at undergraduate level.

We would be happy to discuss extending accreditation to tailored ATMS or programmes based on our Distance Learning modules. Although accreditation is specific to these programmes, the work we do with the University of Derby enable us to develop and apply best practice across our portfolio.

## CUSTOMISED IN-HOUSE

## TRAINING

Telecoms & Tech Academy has worked with countless companies to deliver customised training programmes. We take time to understand your requirements, you'll work with our specialist training team to ensure that we deliver your perfect training programme for your business.

A customised training programme from Telecoms Academy ensures you get a course that precisely matches your organisation's needs, presented by a first-rate training organisation, with access to all the latest industry research and analysis.

## WHY CHOOSE IN-HOUSE TRAINING FROM TELECOMS & TECH ACADEMY?

- Content can be customised to focus on the issues you want – work with us to develop the training course to match the exact needs.
- Unique industry research – from Ovum's team of industry leading analysts
- Expert trainers – our team of versatile trainers have the knowledge and experience to deliver a highly effective learning experience
- The most efficient way to train your staff – at the time and location to minimise disruption
- Flexible delivery options – with a range of instructor led, distance learning and virtual classroom formats available you can build a blended solution to maximise training effectiveness over the long term
- Pre- and post-course assessment – can be included in programmes to measure competencies and check on the required progress.

**Contact us to discuss how we can build your perfect programme.**



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