

# **MAKING NOT JUST TAKING ORDERS**

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Companies are increasingly aware that the key areas for increasing business is within their order taking, customer service and enquiry departments. In order to expand and consolidate their client base, it is vital that staff working in these areas receive the most effective training available. This will maximise sales opportunities as they arise during the course of their daily contact with their existing and prospective customers.

## ***TARGET GROUP***

Every member of staff who has to process and take orders from new or existing clients on a regular basis and may have the opportunity to mention either new or complimentary products..

## **OBJECTIVE**

Delegates will learn key skills to control incoming calls and up sell to both existing and new clients by building rapport naturally.

### **BY THE END OF THE COURSE DELEGATES WILL:**

- Have increased confidence in dealing with all types of callers.
- Be able to up-sell and increase business or gain repeat business
- Be able to create a good impression of the company
- Concentrate on becoming more proactive whilst dealing with incoming calls
- Control the call by using the "questioning technique"
- Recognise buying signals and act upon them immediately
- Gain confidence by using positive phrases rather than negative ones
- Understand how to deal comfortably with complaining customers