

SEP 18 2003

SEP 04 1996

## BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY COURSE OUTLINE

COURSE NAME Effective Telemarketing Skills  
 COURSE NUMBER MARK 1217 DATE September 1996  
 Prepared by Carole Rayer Taught to CE Year  
 School Business Program  
 Date Prepared May 1996 Option  
 Term \_\_\_\_\_ Hrs/Wk 3 Credits 1.5  
 No. of Weeks 7 Total Hours 21

Instructor(s) \_\_\_\_\_ Office \_\_\_\_\_ Local \_\_\_\_\_  
 Office hours \_\_\_\_\_

### PREREQUISITES

NONE

### COURSE OBJECTIVES

Upon successful completion of this course, the student will be able to:

1. Explain how telemarketing/telephone selling fits into the marketing and sales mix.
2. Explain the difference between inbound and outbound telemarketing/telephone selling.
3. Develop and make a telephone sales presentation.

### EVALUATION

Final Examination	<u>40</u>	<u>%</u>
Mid-Term	<u>          </u>	<u>%</u>
Class Participation	<u>20</u>	<u>%</u>
Oral / in class role play	<u>40</u>	<u>%</u>
Other (1)	<u>          </u>	<u>%</u>
(2)	<u>          </u>	<u>%</u>
(3)	<u>          </u>	<u>%</u>

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### **REQUIRED TEXT(S) AND EQUIPMENT**

**TEXT - "Stephen Schiffman's Telemarketing"**

**Author - Stephen Schiffman**

**Published by Bob Adams, Inc**

**VIDEO - To be determined**

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### **REFERENCE TEXTS AND RECOMMENDED EQUIPMENT**

**"Successful Telemarketing" Opportunities and Techniques for Increasing Sales and Profits**

**Authors Bob Stone and John Wyman**

**Published by NTC Business Books**

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### **COURSE SUMMARY**

Lectures, videos and class discussions will be used to cover the mechanics of telephone sales skills. A telephone system will be used for the role plays to assist the students in developing their telephone sales skills.

Topics to be covered during the course are:

1. Telemarketing in the marketing and sales mix.
2. Listening and speaking (tone of voice, clarity etc.) skills.
3. Pre-call planning.
4. Questioning techniques.
5. Handling objections.
6. Closing.
7. Inbound calls vs. outbound calls.
8. Upselling on inbound.
9. The cold call.
10. Scripting.

## **COURSE OUTLINE - EFFECTIVE TELEMARKETING**

<b>Week, lecture or lab number</b>	<b>Material Covered</b>	<b>References</b>
<b>Week 1</b>	<ul style="list-style-type: none"> <li>- class introduction</li> <li>- Introduction and definition of Telemarketing and telephone selling</li> <li>- Telemarketing (telephone selling) in the marketing mix</li> <li>- Relationship to:               <ul style="list-style-type: none"> <li>- Direct marketing</li> <li>- Face to face selling (field sales)</li> </ul> </li> <li>- Consumer vs. business to business</li> <li>- Telemarketing Centres</li> <li>- Technology</li> </ul>	<b>To be determined</b>
<b>Week 2</b>	<p>-Inbound Call</p> <ul style="list-style-type: none"> <li>- listening skills</li> <li>- questioning techniques               <ul style="list-style-type: none"> <li>open questions</li> <li>closed questions</li> </ul> </li> <li>- speaking               <ul style="list-style-type: none"> <li>tone of voice</li> <li>clarity, speed of speech etc.</li> </ul> </li> </ul> <p><b><u>Role-play #1</u></b>  <b>Inbound call:</b>          Objective is to understand the customers need through using listening skills, questioning techniques</p> <p style="text-align: center;">Teams of 3 - sales rep</p> <ul style="list-style-type: none"> <li>- customer</li> <li>- observer/coach</li> </ul> <p>The role-play should be done using the telephone or at least a simulated telephone system to emphasize the need to listen to rather than to observe the customer.</p>	

Week	Material Covered	References
Week 3	<p>-Inbound call (cont'd)</p> <ul style="list-style-type: none"> <li>- up-selling / questioning</li> <li>- handling objections</li> <li>- closing the sale</li> </ul> <p><b><u>Role-play #2</u></b>  Complete the sales call from Role-play #1 through to the close of the sale.</p>	
Week 4	<p>-Outbound call</p> <ul style="list-style-type: none"> <li>- pre-call planning</li> <li>- scripting - how to use</li> <li>- reaching the decision maker <ul style="list-style-type: none"> <li>consumer</li> <li>business</li> </ul> </li> </ul> <p>-Prepare a script</p> <p><b><u>Role-play #3</u></b>  Objective is to reach the decision maker in a business call</p>	
Week 5	<p>-Outbound call (cont'd)</p> <ul style="list-style-type: none"> <li>- use of scripts in pre-call planning</li> <li>- questioning</li> <li>- handling objections</li> <li>- closing the sale</li> <li>- follow-up</li> </ul> <p><b><u>Role-play # 4</u></b></p> <p>Objective is to use script prepared by the student to reach the decision maker, introduce the product, ask questions handle any objections and close the sale.</p>	

Week	Material Covered	References
Week 6	<ul style="list-style-type: none"> <li>- Class discussion on the entire sales call</li> <li>- Best of the role-plays to be done in front of the class</li> </ul> <p><b><u>Role-play #5</u></b></p> <p>This role-play will have been created by the student complete with script, pre-call planning information, call content etc.</p>	
Week 7	Final exam	