BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAMEEFFECTI	VE TELEPHONE	SELLING SK	ILLS			
COURSE NUMBER MKTG 1	217	DATE SEPTEMBER 1998				
Prepared by Carole Rayer		Taught ⁻	to <u>Part T</u>	ime Studies		
SchoolBusiness		Date Pre	epared	APRIL 1996		
TermALL	Hrs/Wk3		Cred	lits <u>2.0</u>		
No. of Weeks8	_ т	otal Hours		24		
PREREQUISITES						
NONE						
COURSE OBJECTIVES						
Upon successful completion of this course, the student will be able to:						
 Explain how telemarketing/telephone selling fits into the marketing and sales mix. Explain the difference between inbound and outbound telemarketing/telephone selling. Develop and make a telephone sales presentation. 						
EVALUATION						
Final Examination Class Participation	30 % 20 %					
Oral / in class role play	50 %					
	100 %					

REQUIRED TEXT(S) AND MATERIALS

"Stephen Schiffman's Telemarketing" Author: Stephen Schiffman Published by Bob Adams, Inc.

VIDEO: To be determined

REFERENCE TEXTS & RECOMMENDED EQUIPMENT

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

Authors Bob Stone and John Wyman Published by NTC Business Books

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.

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(continued)

SESSION

MATERIAL COVERED

References

Week 1 Class

Class introduction
Review Objectives / Course Outline

Identify needs / concerns of students

Overview / background of Telemarketing

Homework - read: Introduction

Part I

Chapters 1,2,3,4

Handout:

Handout

Handout

Text:

"Stephen Schiffman's

Telemarketing"

Week 2 Why People Buy

Communications in Sales

Active listening Questioning

Probing and clarifying

Speaking tone of voice

clarity, speed of speech, etc.

Pre-call Planning

Homework - read: Chapter 5 & 6

Handout

Text

Week 3 Outbound Call

Opening the Call

Uncovering Customer Needs

Scripting Worksheet

Prepare Opening Statements for Role Play

Homework - read: Chapter 7 & Part III

Handout

Handout

Text

Week 4 Role-play #1 Opening the call

Opening the call

Objective is to determine the customers needs through using effective communication skills

Teams of 3 - sales rep

- customer

- observer / coach

Outbound Call (cont'd)

Presentation - features and benefits

Closing the sale

Objections

Homework

Features and Benefits exercise

Objections exercise

Handout

"Stephen Schiffman's

Telemarketing"

Part II

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(continued)

SESSION	MATERIAL COVERED	References
Week 5	Review Outbound Call Inbound Call	
	Prepare Role-play #2 Role Play through tot he close of the sale.	
	Homework Complete preparation of role-play	
Week 6	Complete in class Role-play In class review of Role-play	
	Homework - Improve Role-play #2 as Final Role Play	
	- complete script worksheet	
Week 7	Tape final Role Plays Hand in final script worksheets	Audio tape
Week 8	Tape Final Role Plays (continued) Hand in final script worksheets	
	Write Final Exam	