

## BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

**COURSE OUTLINE**COURSE NAME EFFECTIVE TELEPHONE SELLING SKILLSCOURSE NUMBER MKTG 1217DATE SEPTEMBER 1998Prepared by Carole RayerTaught to Part Time StudiesSchool BusinessDate Prepared APRIL 1996Term ALLHrs/Wk 3Credits 2.0No. of Weeks 8Total Hours 24**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	30 %
Class Participation	20 %
Oral / in class role play	50 %
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	100 %

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

"Stephen Schiffman's Telemarketing"

Author: Stephen Schiffman

Published by Bob Adams, Inc.

VIDEO: To be determined

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## **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

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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.

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**COURSE OUTLINE - MKTG 1217**  
(continued)

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