

Proven Inbound Sales Techniques



“The variety and content of the ICMI seminars are invaluable to taking your call center to the next level.”

*Reye Kenney
Telecommunications Director,
Hagerty Insurance*

COURSE PRICE

Classroom Course

\$795

Interactive one-day course with your peers.

Client Site Course

Call for pricing

A one-day course conducted at your location.

REGISTER

icmi.com/training

Skills and techniques for frontline agents that will build relationships with customers and maximize inbound customer sales.

If every agent could add even a small cross-sell or upsell to every call, the potential for increased revenue increases dramatically. Through ICMI's **Proven Inbound Sales Techniques** course, agents learn the fundamental skills and techniques that will give them the confidence to increase their sales potential.

Key to the sales process is establishing a rapport and relationship with customers. Agents will examine the inverted pyramid approach to selling, the four stages of inbound sales and the seven principles of the psychology of buying that will help them understand how sales are made.

To establish a bond with the customers, agents will use the four steps to relationship-building that include controlling the call, practicing good listening skills and using questioning to get the customer more involved in the conversation. Agents will also learn to use questioning to find the most appropriate cross-sell or upsell opportunity for each call.

Once the agents has established a relationship with the customer and presented a solution or product, the focus turns to closing the sale. Agents will learn to make closing a natural extension of the conversation. They'll also hone their skills in overcoming objections.

Designed for agents on the frontlines who need sales training that will help them:

- ▶ Learn how building relationships with customers will drive sales.
- ▶ Use questioning techniques to strengthen relationships with customers.
- ▶ Recognize and take advantage of opportunities for upselling and cross-selling.
- ▶ Make closing a sale and overcoming objections a natural extension of a customer conversation.

COURSE OUTLINE

Unit 1: Relationship-Driven Sales

- ▶ The importance of relationships when selling
- ▶ Four stages of the inbound Sale
- ▶ A new model of selling
- ▶ Four steps to building a relationship

Unit 2: The Psychology of Buying

- ▶ The seven principles of the psychology of buying

Unit 3: Effective Questioning

- ▶ How questioning helps build the relationship
- ▶ Questions that meet your goals for the conversation
- ▶ Be prepared with questions to redirect the conversation

Unit 4: Handling Objections and Closing the Sale

- ▶ Five steps to handle objections
- ▶ Make closing a natural extension of the conversation
- ▶ Handle price wisely

Unit 5: Upselling and Cross-selling

- ▶ Identify upsell/cross-sell opportunities based on relevance to the customer
- ▶ Present upsell/cross-sell opportunities in terms of the benefit to the custom

About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve customer experiences and increase efficiencies at every level of the contact center. ICMI's experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization's respected lineup of professional services including training, consulting, events, and information resources.