

Program Title	Successful Telesales Management (STM)
Program Duration	2 Days
Program Description	The Successful Telesales Management (STM) program is developed for Telesales Team Leaders and Manager individuals. It is a comprehensive program that provides insights into the challenges of day-to-day Telesales operations management focusing on the people, process and technology. Approached from a high performance Telesales perspective, this workshop is for individuals who lead or about to lead Telesales teams/ programs and needs to develop advanced Telesales leadership competencies to create/ transform their operations into a high revenue generation Telesales program.
Who Should Attend?	<ul style="list-style-type: none"> • Operations Managers • Team Leaders • Experienced Supervisors • Potential Telesales Managers • Senior Telesales Professionals
Program Learning Objectives	<ul style="list-style-type: none"> • To execute effective Telesales program operations through an improved understanding of key elements required for high conversion rates; • To understand the fundamentals of a high energy Telesales environment; • To develop competency in a Telesales Manager with the knowledge and skills to manage and maximize internal resources; • To gain knowledge on current outbound world-class benchmark practices; • To develop a deep understanding of performance metrics and how to manage them; • To provide morale and performance boosters for the Telesales agents and management team.
Program Outline	<p>INTRODUCTION</p> <p>Module 1: Positioning Your Telesales in the Experience Economy</p> <ul style="list-style-type: none"> • Understanding the Importance and Role of a Telesales Program • Assessing Your Telesales Performance & Essential Requirements of a Telesales Program Setup • Services in the Outbound Environment

Module 2: Customer Focused Telesales

- Selling by Delighting – The Way Forward
- Creating the Branded Buying Experience
- Prospect Focused Script Development

PEOPLE

Module 3: Recruiting the Right Professionals for Your Telesales Program

- The Importance and Key Elements In Recruiting The Right Professional for Your Telesales Program
- Identifying Your Staffing Philosophy and Procedures
- Identifying Agent Competencies and Developing Behavioral Interviewing Skills

Module 4: Counsel, Coach, Train and Develop (CCTD) The Telesales Professional

- What is CCTD and How it Works in a Telesales environment
- The CCTD Approaches for Various Types of Telesales Professionals
- The Practice of Continuous and Consistent CCTD

Module 5: Making Teams Work in an Outbound Environment

- Identify the Attributes for Successful Teamwork in an Outbound Environment
- Understanding the Barriers to Successful Teamwork
- Motivating Your Team with Consistent Creative Teambuilding Activities That are driven by a Collective Sense of Identity

OPERATIONS

Module 6: Leveraging on Telesales Metrics to Your Advantage

- Understanding Telesales Numbers for Performance
- Identifying Your Telesales' Key Performance Indexes
- Performance Analysis Tool
- Determining Metrics Indicators
- Performance Dashboard Metrics
- Benchmarking Your Conversion Rates
- Prospect Database Management

Module 7: Aligning Telesales and Personal Strategic Focus

- Setting Realistic Objective, Goals and Targets
- Developing the Key Components of a Successful Action Plan
- Managing Change in a Performance Focused Telesales

Training Methodology	The training will include: <ul style="list-style-type: none">• Short lectures on Concepts• Role-plays in meeting customers, using different closing techniques and objection handling• Numerous Presentations and Discussions- Continuous Real time feedback from facilitator
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