



Click for
Menu



*Please study the
Teletutor Course
before issuing it
to your staff.*

Teletutor is a comprehensive training course designed specifically for companies who wish to improve telephone skills. Although there are many other courses that may help to improve telephone skills, they mostly deal with the simple basics. Teletutor is different, the modular format, explains the techniques and skills required to improve business performance by phone, which can easily be applied at different levels, to all departments from reception through to your sales team.

Teletutor Training Course

The modular format means that the Teletutor Course can be 'tailored' to individual job functions. Although the skills required to make and take customer calls remain the same the emphasis can easily be adjusted to match the responsibilities of each user.

Teletutor offers a company wide training solution - from simply taking incoming calls to making calls to prospective new customers. This 'self study' course allows each user to work at their own pace and try out what they have learned before moving to the next part of the course. There are also a number of practical exercises, summaries and tests to reinforce knowledge and skills.

Although Teletutor is an 'on screen' course - the Course Test and Answers can be printed.

Management Section - How to apply Teletutor

Anyone taking or making a customer call creates an impression of the company, the telephone is the 'second front door' to your business. Teletutor allows staff to quickly develop skills to effectively handle every call from enquiries through to complaints.

The Management Section starts by explaining how to introduce and apply the course to staff. Some companies prefer to pass calls through to their 'sales team' while others expect staff to deal with all customer calls - Teletutor, because of its modular format allows managers to decide how the course should be applied.

Management Section - Business Sales by Phone.

An increasing number of companies are recognising the advantages of 'selling' by phone - many, are now taking the telesales route in preference to field sales because telesales allows them to service a larger number of customers, often providing improved 'customer care' while also reducing costs.

Teletutor is the only telephone skills training programme that deals with the introduction and management of a telesales operation. The subjects covered within the management section (targeting, performance analysis, recruitment and training) are vital in achieving sales by phone and apply to just one member of staff making occasional calls though to large full time telesales teams.

Teletutor is also useful for experienced sales people, who will find that the course reminds them of principles and procedures which may have long been forgotten. Applying Teletutor as a refresher course invites experienced staff to take a fresh look at their sales presentation, clear away the cobwebs and develop ways in which they can improve their performance.


There are more than 30 audio examples included throughout the course, which support the learning process. We recommend managers preview these examples in advance of issuing the course to staff. Each sound file is activated by clicking on this symbol (■).



Teletutor Course Test

Staff that are asked to study the full course, can complete the Course Test, which allows managers to assess the results. Those who achieve a score of 80% or higher have successfully completed the course. The Course Test will highlight any areas which may need to be revisited.

Teletutor is the only specialist teleskills training programme which includes a Course, Audio examples, Course Test and Management Section.



www.teletutor.co.uk

Management Section - Index		
Chapter 1	How to apply Teletutor	3
	Who sells on the phone ?	5
	Considering Telesales ?	6
Chapter 2	Targets and Budgets	9
	Budget Document	18
Chapter 3	Performance Analysis	19
Chapter 4	Recruitment	23
	Training	26
	Summary	30

Copyright : All rights to the information and images included in Teletutor are protected by copyright. No part may be reproduced or distributed in any material form or medium other than for the use of the purchaser, who may print out single pages for their use only. None of the contents of this website must not be stored in a retrieval system, or transmitted in any form or by any means, to a third party, without the written permission of the copyright holders. User Names and Passwords used to access the Teletutor web site are exclusive to the purchaser and must not be passed to any other organisation. Legal action will be taken in the event of an infringement of copyright.



Teletutor - a practical & effective business wide training solution.

Teletutor explains how to improve business performance by phone. The course is aimed at all staff who talk to customers on the phone, from answering incoming calls through to making full sales presentations to both existing and potential new customers.

The way the Teletutor Course is applied will depend on how your business handles customer calls. In some companies calls are answered by receptionists or secretaries, who direct the caller to a department or individual, while in many other businesses the person taking the call is expected, where possible, to deal with queries and sales enquiries. Many companies have full time sales teams, others have staff who call existing customers while others ask their staff to take responsibility for contacting potential new clients.

Regardless of the how your company handles calls, Teletutor offers a practical and effective method of improving 'telephone skills'. Each section or module , can be matched to job functions and responsibilities.

Guidelines

Developing a common - business wide approach to the way staff handle customer calls is the first step towards improving business performance and customer care by phone. Teletutor provides the platform on which to build that common approach and understanding.

Shown below and overleaf are some suggestions on 'How to apply Teletutor' based on job responsibilities. The example identifies the various topics covered in the Teletutor Course and highlights the importance each should have alongside brief job descriptions.

Different levels of responsibility

- A** responsibilities are limited to answering and directing calls. Not expected to have any influence on sales or knowledge about products / services the company supplies.
may be responsible for answering customer enquiries on issues such as accounts, stock availability or deliveries.
may not have a recognised responsibility for sales but the way calls are handled will impact on 'business image' and customer care.
- B** handles sales enquiries and may well be in a position to influence the customers on what is bought and the value of the order.
is responsible for both incoming and outgoing sales calls. Has an individual or team target to achieve. Sales performance is commented upon by their manager.



Click for
Menu



Anyone who answers or makes a call to a potential customer is 'selling by phone'

The term 'telesales' creates an image - a room full of people, making calls late in the evening, trying to sell products to people who don't want or need them. Companies that adopt this approach aren't using telesales, the calls they make are as welcome as email spam ... they have little concern for their customers and often even less for their staff. Businesses that apply 'telesales' correctly, as a means of providing quality customer care and who invest in training their staff, quickly recognise that 'real' telesales has a very positive impact on business growth.

Define Telesales

Anyone who answers or makes a call to a potential customer is 'selling by phone' because the impression we create during that call will influence the clients future relationship with our company. However, if you told all your staff that from tomorrow their job functions now included telesales - you would almost certainly receive a less than positive reaction.

The difference is obvious ?

When correctly applied 'telesales' is about communication - firstly gaining a clear understanding of the requirements of each individual customer and only then recommending a product, service or course of action which matches those requirements. Telesales isn't about trying to 'sell anything' to 'anybody'.

Yes ... everyone ?

If you have any doubts about the impact your staff have on your customers when they answer the phone - then conduct this simple test. Open Yellow Pages - select three companies offering the same products / services. Give them a call and ask the same question. End the call after about a minute, and ask yourself which of the three companies created the best impression and identify the reasons why.

The vast majority of companies invest a lot of time, money and effort in trying to attract new customers while at the same time building a reputation for quality and service with existing clients. When the phone rings in your offices you need to be confident that the person answering that call creates and supports the image you wish to create.

Teletutor has been designed to achieve that goal... by making all staff aware of just how important customer calls are to your business.

Introducing Teletutor.

You are already aware of how Teletutor can be used by staff with different job responsibilities - when introducing the course we suggest you take time to highlight the need for a uniform, company wide approach to the way you handle calls. Explain how you view 'telesales' - it's simply about communicating effectively with customers ... *it isn't about trying to sell things which people don't want or need.*



Click for
Menu



It is important that everyone understands the reasons why you are running a telesales team.

Having spent many years working with companies who use telesales, I have found failure to adhere to the original purpose and reasons for launching a telesales team is often the most common mistake made by managers. Every company should have its own clearly defined reasons for using telesales, which are likely to be one of the following:

- **Building databases** : This involves making calls to prospective customers and establishing the name of the person responsible for making buying decisions. No detailed sales presentations are offered but mailings can be arranged prior to passing responsibility for further contact to a sales manager or field representative.
- **Appointments** : On establishing that the company may be interested in your product or service, the telesales person may go one step further by making appointments for your field sales team.
- **Qualified Appointments** : This function is the first task that requires the telesales person to use a sales presentation. On contacting the customer the telesales person will establish the necessary background information about the company and will confirm that a specific need exists for the product or service being offered, before arranging a qualified appointment for a sales representative.
- **Graded Accounts** : Telesales can be used where the customer's likely requirements or geographic location mean it would be uneconomical or impractical to use a field sales representative. Any low value accounts passed to telesales should be targeted for growth and then passed back into the field sales workload once they have reached a preset value or when other accounts in the same area have been opened.
- **All Accounts** : Depending on your range of products or services, you may be able to pass responsibility for all accounts to a telesales team. It is surprising how many customers recognise the advantages of placing orders by telephone, where the person dealing with their account is only a phone call away.

There is a clear difference in each of these tasks, some involve only a limited degree of ability while others require sales skills and in-depth product knowledge. Defining the reasons for using telesales is a process which should involve discussion with customers and other employees. It is important that everyone understands the reasons why you are starting a telesales team and the accompanying benefits.

There are many companies who believe that setting a sales budget is a simple process - they simply take the results from last year and add a percentage to arrive at a budget for the year ahead. This approach usually produces a 'see saw' effect where a budget based on a good year will be missed but the budget for the following year is easily achieved.



Good telesales staff are very difficult to find.

My advice is to develop and train your own!

Finding staff to join your telesales team could prove to be difficult, particularly when you realise that well trained and experienced telesales people will be expecting to achieve on-target earnings of between £26,000 and £30,000.

I would recommend that if you are starting a new sales team probably the best option would be to recruit an experienced telesales person who is looking for the opportunity to move into management. If you intend employing an experienced telesales person it is very important that you recruit someone who will be capable of playing an active part in establishing your new team.

Within a matter of weeks this person should be capable of producing the level of sales results and performance information which will prove useful in determining the number of additional staff you need. When the required results have been achieved they can be applied as a standard which other recruits will be aiming to match or exceed.

It is almost certain that a successful candidate will have :

- Worked in a team environment
- A record of achievement against set revenue / productivity targets
- Benefited from initial and ongoing telesales training, probably with a well known national company or regional newspaper
- A good understanding of targets, call rates and telesales administration

There is however one factor that may discourage you from recruiting an experienced telesales person: they can bring certain customs or habits with them from their previous employer which you may not feel are suitable to your operation.

Whichever route you decide to take, the recruitment process will be vital in determining the success of your telesales team. Most managers agree that interviewing can be a real minefield, because we must match applicants against set criteria while trying to ignore our subjective feelings about the individual.

Shown on the next page are a number of key points which can be used as a check list to assist you in recruiting a telesales person. Many of these points are character traits, shared by the majority of successful sales people, and they should be in evidence during the interview.



While most managers accept the importance of training their staff, it is a responsibility which often falls to the bottom of their 'things to do' list. Training is an essential part of building an effective sales team, but it can take up a lot of time and regrettably is often viewed as something we aim to do but rarely achieve.

However, managers will find that running a training programme within telesales is a lot easier than training field representatives. Instead of spending hours driving between appointments they can monitor and provide training comment on up to thirty sales presentations every day.

Over the next few pages I have commented on some of the different methods of training used within a telesales operation. They should be included in an ongoing training programme provided by the sales manager.

Induction

When new employees join the company they should receive a formal induction which should cover the following :

If the team didn't achieve its objectives last month why should this month be any different?

Training !!

Introduction to staff

Tour of the building

Terms of employment

Product knowledge

Administration procedures

Workloads and targets

Sales training

Listening to customer calls

Training - role plays

On completing the induction course, the manager and new employee should feel that the trainee is ready to take a place within the sales team. Rushing the process by placing a new employee straight into the sales function can create a lot of problems and can often lead to an early resignation. Employing staff, particularly individuals who have no previous telesales experience, is an investment which may not pay off immediately but will do if the individual is given time to build the knowledge and skills required to achieve sales targets.

Role plays

Probably the most effective active training in telesales involves using role plays, where the manager plays the part of a customer and receives a presentation from the sales person. They should be well planned and made as realistic as possible. Background information and business needs must be identified in advance and should be written out as a case study by the manager. They should never be made up during the exercise.

Role plays can be applied to any part of the sales presentation. This makes them the preferred training method for dealing with individual training needs. They should be carried out in a series of three. The sales person would make the first presentation, the manager would then take the part of the sales person to emphasise the required improvement, before asking the sales person to complete the series.