



TeleSmart 10 - One Solution for Inside Sales

Are you finding?

- You have some heavy numbers to hit this quarter and want to get maximum efficiency from the talent you have?
- You're concerned that your team's phone and on-line prospecting efforts are getting stale. You want them to change up their messaging and keep it fresh
- Your teams are globally disbursed and not keeping pace with your North American team?
- Your talent includes everything from new hires to ready-for-the-field and it's tough to get a vendor who can provide relevance at all levels?
- You have managers who can't seem to find the time to coach their teams for increased performance or identify skill gaps?



TeleSmart One Solution:

The TeleSmart 10- Sales Mastery System

TeleSmart Communications, Inc.
Teaching people to think and talk on the phone at the same time.

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FAQ: The TeleSmart 10—Inside Sales Training Methodology

Hello from TeleSmart! We're delighted to introduce ourselves and announce our TeleSmart 10—Sales Booster Series. This document includes an overview of the program and answers some questions you may have.

What is the TeleSmart 10—Sales Booster Series? It is a telesales system exclusively designed for inside sales teams. We call it the TeleSmart 10 because it includes ten skills essential skills inside team members must master for telephone and on-line effectiveness.

What are these TeleSmart 10 skills? These skills are organized and designed to correspond with the sales cycle. The skills are delivered in sequence. Our concrete delivery strategy breaks them down into three distinct phases that coincide with the three phases of a sales call: the beginning, the middle and the end.

1. Planning & Time Management
2. Introducing
3. Navigating
4. Questioning
5. Listening
6. Linking
7. Presenting
8. Handling Objections
9. Negotiating & Closing
10. Partnering

Are these skills just for inside sales teams? Any team working in an outbound capacity (such as telesales, lead development, lead qualification, or inside sales) or working in an inbound capacity (such as customer support, customer care and technical support) can use all 10 of these skills. We also have a very important track for telemanagers.

Why is training delivered in a modular format? This modular approach to training helps individuals focus and practice one skill set at a time, until each is fully mastered. This “mastery learning” process provides maximum retention and quicker application. When you focus on each skill in this way, and then multiply the practice of that skill with every call, the results are exponential!

My managers have already received some leadership training. We have found the majority of managers started as individual contributors. The skills that made them successful as individual contributors are completely different than the skills required to effectively manage their teams and drive revenue.

We've got diverse groups spread out all over the world. Our TeleSmart 10 works at all levels and can be delivered on-site or via teleclasses.

My teams don't just sell by phone these days, what about email? We are finding the metrics for the phone are dropping while the email metrics are rising. Our training incorporates both the phone and on-line components. Each topic will discuss how it can

be applied to both. Since we customize our training, we incorporate a lot of email and call recording samples in our training.

Our teams don't trust us to record their calls. We are big believers in creating a safe and trusting call recording culture because that is the most effective way to learn new skills. We bring the fun factor into the call recordings and provide managers and teams with a structured framework on what types of calls to record and how to listen for skills.

Isn't this training basic for a junior level audience? This training works at all levels, from the new-hire stage through the seasoned and ready-for-the-field stage. We approach all our skills with an in-depth analysis of each skill.

How is this training different? You may have received prior sales training that wasn't telesales-centric and customized to your specific telephone and Internet selling environment. Our approach to training is to design materials that resonate with you and your target audience. Our training is not focused on telephone etiquette and "smile and dial" techniques, but rather it is designed to *immediately* capture attention—because when we're on the phone or on email, seconds are all we've got. We design all of our training to provide tactical skills and techniques that you can immediately apply in your calling environment. After attending our training, you'll gain greater awareness of the skills you currently use—and how to improve them. Some areas you may notice significant improvement include:

- Stronger qualification and needs discovery, higher volume of leads are generated
- More comfort in calling higher and a shortened sales cycle
- Greater control of each call
- New opportunities added to pipeline
- Larger funnel volume
- Improved lead conversion rate
- Increased closing ratio
- Increased attention to prospecting efforts, so you can connect with more live voices and comfortably talk at the "C" level--CFO, CEO, CIO

What about training reinforcement; what happens after the training? The statistics are high in terms of retention after several months of training. We rely on the managers for reinforcement and we also come back. We've designed a "**Hit Replay**" program that provides a refresher 60-90 days after our initial training.

Our training changes behavior: Many training companies provide great content and once the training is over, everyone goes back to their usual habits. Our training continues working long after we're gone because it focuses on changing behaviors.

Who is TeleSmart? TeleSmart is a 12-year global training company based in San Francisco. We specialize in developing efficient, focused, and strategic telephone and on-line communications for inside sales teams and managers. Clients such as Agilent, Documentum, Genesys, Siebel, and VeriSign have chosen TeleSmart as their worldwide solutions provider for inside sales. The Telesmart 10- Sales Booster Series has become a "must-have" for any growing inside sales organization.

TeleSmart 10 – Training Tracks

We design our training to be focused, fast, and tailored to individual needs. We're extremely sensitive to the relevance of the topic, the content, and the timeliness of the delivery.

TeleCompetency	Lead Development	Telesales	Management Team	Customer Support	Renewals Team
Introducing	"Communications Mastery"	"The Immediate Wow: Opening Statements"	"Got Talent?"	"Communications Mastery"	"First Impressions: The Voice and Language That Sell"
Navigating	"Prospecting with a Purpose"	"Prospecting: Getting In and Navigating Through"	"Motivating with Metrics"	"Setting Expectations with Success"	"How to Get In When You're Feeling Shut Out"
Questioning	"Strategic Questioning Techniques"	"Questioning Diagnostics"	"The Inquiry Process"	"Questioning to Control the Call"	"Questioning: The Key to Effective Sales Control"
Listening	"Buying Behaviors for the New Economy"	"Listening for Buyer's Pain"	"Listening and Providing FAST Feedback"	"Listening Isn't Pressing the Mute Button"	"Listening for Buyer's Pain and Impact"
Linking	"Linking Authority and Influence"	"Talking up the Pain Chain"	"Identifying Your Team's Skills Gaps"	"Linking Needs"	"Linking Authority and Influence"
Presenting	"Maximizing Presentations"	"Competitive Selling: Holding Your Ground in a Wobbly Market"	"Holding Effective Sales Meetings"	"Creating Compelling On-Line Presentations"	"Creating Compelling On-Line Presentations"
Handling Objections	"Handling Objections with Success"	"From Slump to Pump: Becoming a Sales Warrior"	"Managing Objections"	"From Slump to Pump: Becoming a Sales Warrior"	"Handling Objections with Success"
Closing/ Negotiating	"Creating Urgency and Compelling Events"	"Creating Urgency and Compelling Events"	"Funnel Review and Closing"	"Creating Urgency and Compelling Events"	"Closing and Gaining Commitment"
Planning & Time Management	"Pipeline Management"	"Quick Account Planning: A Formula for Success"	"Modeling Strong Time Management Skills"	"Pipeline Management"	"Prioritizing and Setting Non-Negotiable Time"
Partnering	"Partnering for Success"	"Partnering for Success"	"Emails that Influence"	"Creating Profitable Strategic Alliances"	"When Your Field Rep Can't Live without You"

Program Cost Estimates

The following prices are estimates based on a group maximum of 12 people; final quotes will vary according to workgroup size and configuration.

Options	What you'll get...	Fees	Delivery
What is it?	<ul style="list-style-type: none"> 20-minute podcast Q&A on the TeleSmart 10 Deliverables Include: audio file 	Free	Audio
Let's try it	<ul style="list-style-type: none"> 90-minute on-site overview on the TeleSmart 10 Deliverables Include: Handouts 	\$500	On-site
Let's learn about it	<ul style="list-style-type: none"> Full day training and sampling on the TeleSmart 10 Deliverables Include: Workbook 	\$2500	On-site
Let's change behavior	<ul style="list-style-type: none"> Two day customized training on TeleSmart 10 Deliverables Include: Customization and team call recordings, workbook 	\$7000	On-site
Let's raise the bar this year	<ul style="list-style-type: none"> Monthly customized 90-minute sessions per topic on TeleSmart 10 Deliverables Include: Customization and team call recordings, workbook, job aids 	\$20,000	On-site