

# Successful Telephoning

## Seminar objectives

The participants will

- Fully prepare the discussion, the route plan and the schedule
- Know the different attitudes of customers according to DISG
- Know how to adapt to the various customer attitudes
- Use the Quick-Check of customer types when phoning
- Learn to adapt better and quicker to the customer
- Use the ability to quickly assess customer type on the phone to agree more efficient and successful meetings.
- Learn to set up customer meetings on specific days of the week
- Know how you come across on the phone and develop measures to improve this

## Contents

- Refresh DISC®-Types
- Personality typing
- Quick-check of the customer for phone communication
- Preparation (phone call to set up meeting, route plan, schedule)
- Setting up meetings on the phone
- Objections on the phone
- Listing benefits on the phone
- Voice and language on the phone



## Methods

- Instructive discussion
- Group work
- Key player training
- Emphasis training

## Organisation

- Target Groups
  - Sales representatives
- Period
  - 2 days