

Rhema Sales Force Development Courses

Course Title: Telephone Account Management

Duration: Two Days

Course Objectives:

As a result of this course you will be able to:

- Develop understanding of the Account Management Process
- Develop planning skills so that you plan to meet your targets
- Understand the components of a telephone account management plan
- Develop dialogue skills and confidence to be able to make a meaningful and controlled outbound call
- Develop understanding and skills in building relationships and loyalty from customers
- Negotiate contracts or contract renewals over the telephone
- Defend your business within an account using the most appropriate strategy and product/service response
- Negotiate prices to achieve a win/win

Course Content:

- Understanding the role of the telephone account manager
- Defining and agreeing your goals and objectives
- Planning and organising your time
- The skills and practices required to manage accounts over the telephone
- Introducing yourself over the phone
- Handling customer questions and objections
- Building relationships with people over the telephone
- Negotiation skills – finding the win/win
- Generating new business over the telephone
- Communication styles – understanding how to build relationships with other people
- Identifying individual communication styles
- Adapting your style to build rapport and trust with the customer
- Negotiating a mutually beneficial solution