



**SALES AND TELESales  
SOLUTIONS**

Helping people to increase their market share

## ONE DAY WORKSHOP



**JENNY CARTWRIGHT**  
Principal Trainer

*This one-day workshop can be  
customised to your needs and conducted inhouse.  
Individual coaching on request*

***“How to get more Sales and keep your Customers coming Back!”***

# INBOUND SALES/CUSTOMER SERVICE TELEPHONE SKILLS

Everyone in a company who uses the telephone is in sales, from the first person who answers the phone to the Chief Accountant or Managing Director. The way you present on the telephone in the first 30 seconds is critical to the way the customer perceives your company. You never get a second chance to make a first good impression.

This invaluable Customer Service Telephone Skills workshop teaches you the skills and techniques you will need on the telephone to achieve a better image for your company, more sales and improved customer service. It is suitable for sales and customer service staff who handle inbound calls.



**“There is a noticeable improvement in the structure in which the sales staff are approaching their customers on the phone, increasing staff confidence and customer satisfaction. We would recommend Jenny Cartwright to any company who wishes to utilize training and make a difference in the sales area.”**

**Edward Henebery , Managing Director – Acorn Australia**

Customers don't want to know how much you know, they want to know how much you care. Do you ring them back promptly when they call with an enquiry or do you wait till the next day because you have made a pre-judgement that this call could wait? Many sales are lost simply because the customer service representative left it too long to call back. The customer needed a response there and then and got one elsewhere. When customers call you, they are looking to buy, and it is the customer service representative's responsibility to help them buy, not just to answer the customer's questions. These important skills are vital to your company's success.

**“Since the customer service training, one of our team commented that he thought team morale had improved at least 40 – 50%. Our results for last month are also very pleasing.”**

**Archie Campbell , National Sales Manager - MSA**

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# WHO IS THE TRAINER?

## JENNY CARTWRIGHT

Head Trainer at Sales and Telesales Solutions  
Author of "Don't Get Hung Up!" and "Secrets of Top Sales Professionals"



### HEAD TRAINER AT SALES AND TELESALES SOLUTIONS

Jenny has over 30 years of hands on, "in the trenches experience" in guiding many of Australia's leading companies to the pinnacle of sales and customer service success. Following positions such as National Sales and Marketing Manager of Telford Hotels for 6 years and National Sales and Marketing Manager of Centralian Holidays for 3 years, she achieved record breaking results in telemarketing promoting some of the world's biggest speakers including **Anthony Robbins, Tom Hopkins, Jim Rohn, Zig Ziglar, Denis Waitley, Harvey Mackay, Michael Gerber, Jay Abraham and Deepak Chopra.**

After gaining certification as a trainer and coach in 1997, Jenny and her team have run public workshops and conducted in-house training all around Australia.

Examples of some of her in-house training clients are: **Macquarie Telecom, APN Newspapers, ING, Trend Micro, Hexal Pharmaceuticals, ID Warehouse, Acorn Australia, Phytomedecine, Chandler Macleod, Nutri-metics, Phillips Components, Australian Casualty and Life, Valuer General's Department, Tourism Tasmania, LJ Hooker, Food Services Central, Water Filters Australia.** She has also run workshops for The Australian Telemarketing Association, The Recruitment & Consulting Services Association and The Real Estate Institute on a regular basis.

## WHAT YOU WILL LEARN

- ✓ To realise the importance of attitude in the customer service role
- ✓ The skills you need to build rapport quickly with the customer
- ✓ The effects of positive language
- ✓ 5 ways to develop a professional tonality so you sound great
- ✓ Some powerful questioning techniques to establish customers' needs
- ✓ The listening skills that give you instant credibility
- ✓ The 4 essential ingredients of a good sales presentation
- ✓ Skills to convert 70% of enquiries into sales
- ✓ Techniques to upsell and cross sell
- ✓ Techniques to handle complaints and difficult customers
- ✓ **How to:-**
  - ~ Put people on hold
  - ~ Answer the phone correctly
  - ~ Close the conversation
  - ~ Avoid telephone tag
  - ~ Handle voicemail
  - ~ Create ways to provide exceptional customer service to keep customers returning
- ✓ How to write emails and letters professionally

## WHO SHOULD ATTEND?

**Everyone who uses the phone for business**

**Inbound Sales staff • Customer Service staff • Business Owners • Sales Managers**

**For Enquiries and Quotations: Tel: 02 9427 3479**

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