



CRITICAL TELESELLING®

Reveal Your True Teleselling Potential

There is a common misconception that telesales training is “basically the same” as face-to-face sales training. While there are parallels, there are also considerable differences. Teleselling is an art that requires a unique approach, and it’s one that more and more companies are utilizing as a cost-effective way to reach more people, more often.

Janek Performance Group’s **Critical TeleSelling® Skills** program leverages its core process of Need-Based Selling™ together with its learning design model called the **XFactor™** to provide sales professionals with the skills, best practices and behaviors they need to have more effective over-the-phone dialogues, convert more sales opportunities and develop longer-lasting more profitable relationships with their customers.

With strong roots in teleselling environments, Janek understands the nuances of inside sales and call centers better than anyone else in the marketplace. We have applied our resources and documented results across many industries.

300 inside sales leaders were surveyed
to discover that their number one
challenge was **training and coaching**

Association of Inside Sales Professionals (AA-ISP)

Smart Training Implementation Plans

After years of successfully supporting organizations achieve their sales objectives through our training services, we understand there are few things more critical to the success of a training initiative than a well-designed training implementation plan.

Prior to the training, Janek will work closely with your team to develop a plan that focuses on three key areas: before, during and after the training. By creating a plan to prepare the participants prior to the training, delivering tailored training solutions and supporting the participants following the training, we ensure the highest ROI and overall results.

Program Benefits & Outcomes

- Understand what it means to be a successful telesales professional in today's competitive marketplace
- Be prepared for sales calls by gathering key information and setting strong objectives to determine what success looks like at the end of the phone call
- Quickly create a warm connection with customers at the start of phone interactions by communicating what's in it for them
- Skillfully use a mix of questions and active listening to promote a robust discussion with customers and identify needs
- Present the value behind solutions in a way that resonates with what is most important to the customer
- Recognize opportunities over the phone to close and gain the confidence to ask for the business
- Proactively work with customers to explore objections, thereby diffusing any emotions and restoring balance to the phone conversation

Additional Services

- **Customization:** Janek can either leverage its existing suite of award-winning curriculum or provide robust customization services to create tailored training for your team.
- **Reinforcement:** Janek offers reinforcement programs to support the effective implementation of the skills provided in the workshop in real-world sales calls.
- **Measurement:** Janek supports clients in validating the effectiveness of the sales training in terms of performance improvement, business results and ROI.

Target Audience

- Sales Professionals
- Sales Executives
- Sales Managers
- Sales Support Staff

Workshop Length

- 1 or Multi-Day Format

Participant Materials

- Training Workbook
- Job Aides
- Supporting Worksheets
- Program Certification

Delivery Options

- Instructor-Led Classroom
- Instructor-Led Virtual
- Train-the-Trainer Certification

About Janek

Maximizing your sales performance is Janek's top priority.

Our trainers combine personal success as sales professionals with proven effectiveness as sales trainers. Meeting you where you are, we take you to where you want to be – with all the tools and strategies you need to reach your true potential.

To learn more about Janek and our training options, visit us online at www.janek.com.

**Ready to
Get Started?**

To schedule a private training for your organization visit www.janek.com or call 800.979.0079 today.