



# CRITICAL TELESELLING®

## PUBLIC WORKSHOPS

## 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 **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.

*“I was highly engaged in the workshop and was able to pick up tips throughout the day! The facilitator was a wonderful instructor who helped provide the class the tools and resources to be a success.”*

*-Contact Center Manager, High-End Jewelry Manufacturer*

### What Makes Janek Workshops More Effective?

- Smaller class sizes allowing for more interaction
- Workshop activities that put concepts into practice
- Take-away materials that support post training implementation of the skills
- Seasoned trainers with real-world sales and sales management experience
- Programs based on derived from, proven sales methodologies

## 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 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

## Live Online Sales Training

In addition to our workshops that are being held in 18 cities throughout the year, we also offer an instructor-led, live online sales training option. The same, award-winning program delivered through a live and interactive workshop that you can take from the comfort of your home or office.

## 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.

**Ready to  
Get Started?**

Sign up for a Critical TeleSelling workshop near you. Visit [www.janek.com](http://www.janek.com) or call **800.979.0079** today.

## Target Audience

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

## Workshop Length

- Public Workshops - 1 day
- Live Online Workshops - 2 days (two 4-hour sessions)

## Participant Materials

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

## Class Size

- Up to 15 participants

## Meals

- Continental breakfast and deli-style lunch are included (Public Workshops Only)

## Pricing

- Public Workshops: \$995 per person (special discount for groups of 5 or more)
- Live Online Workshops: \$745 per person

## Program Locations

Atlanta, GA	Miami, FL
Boston, MA	Minneapolis, MN
Chicago, IL	New York, NY
Cincinnati, OH	Phoenix, AZ
Dallas, TX	Pittsburgh, PA
Denver, CO	San Diego, CA
Detroit, MI	San Francisco, CA
Houston, TX	Seattle, WA
Las Vegas, NV	Tampa, FL
Los Angeles, CA	Washington, D.C.