



**bristol business college**  
YOUR BEST BUSINESS DECISION

## Excellence in Customer Services

### **Innovation in Telephone Sales – Customer Care as a profit source!**

Ask yourself the following questions and if you can't say YES to all of them then your Sales Team needs to brush up on their skills!

- Do your telesales staff display enthusiasm?
- How fresh are they in their sales approach?
- Have they missed something 'great' about your business?
- Do they have the essential product and industry knowledge?
- Do they have a competitive attitude?
- Do they have the core skills – to question, listen, clear messaging and writing?

What are the good habits and behaviours of a good telesales person?

- How do they structure and plan their day?
- What is their desire to cold call?
- What are their sales results and priorities like?

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**"We're a Limited Partnership.  
We're limited by Allen's pessimism,  
Elizabeth's abrasive personality, and  
Dave's refusal to work weekends."**

**Did you know your company is eligible for  
Training Funding of £1,000?**

**T: 0845 555 1030**