

# Intro



Stuart Pearce

**PRG** Solutions



author of

## **The Telesales Handbook**

A practical guide to setting up and  
running your own telesales operation



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# Idea #1

**Your voice** – the tool of your trade

- First impressions – polite, cheery & professional
- Communicate – talk with your customer
- Needs, Wants, Desires – understand them
- Body language – don't slouch!



# Idea #1

- Pitch, Pace, Tone – get the best results
- Volume, Energy – don't overdo it
- Articulation – find the right level
- Listen – it'll give you what you need



# Idea #1

Use all of these techniques to stand out from the crowd.

Remember...

On the telephone it's all about what you say and how you say it.



# Idea #2

## Key Performance Indicators (KPI's)

- Measure what you do – set the standards
- Know how to read them – otherwise why bother
- Act on the results – it's the point of having them
- Understand the teams ability – and utilise that knowledge



# Idea #2

For example,

If you have just one or two people not performing at the same level as the rest, it could mean a couple of things.

1. They're being lazy and not working at the same level as the rest
2. They're spending too much time talking to people – not necessarily a bad thing.
3. They're struggling with their product knowledge or the delivery of their pitch.



# Idea #2

- Coaching, training or processes – reading your KPI's correctly should help you choose
- Allowing you to keep track.
- Keep them up to date
- Use them to plan for the future.





# Idea #3

## Incentives boost performance

- Rewards for a job well done
- Rule of thumb – make it obtainable
- Understand the sales mindset
- Appeal to the majority



# Idea #3

- Find out what they like
- Give them what they want – but make them work for it.
- Short, mid & long term
- Keep it simple



# Idea #4

## Pick your moment

- Optimise the time you have
- Think about who you're calling
- Plan for best results
- B2B or B2C



# Idea #4

- Get the most from every hour worked
- Plan the day to match you customers
- Keep them motivated



# To summarise

- Use your voice – it's a great tool
- Measure what you do and act on it
- Use incentives that match your team
- Plan your day to optimise performance





# **PRG** Solutions

(t) 01 17 370 6401

[stuart@prgsolutions.co.uk](mailto:stuart@prgsolutions.co.uk)