

A photograph of four business professionals in a modern office setting. A man in a grey suit is shaking hands with a woman in a grey blazer. Another woman in a dark blazer is standing to the right, and a man in a white shirt is partially visible on the left. The scene is brightly lit with large windows in the background.

Sales Training

The Incoming Sales Call

Course Description

The relationship representatives establish in the first few seconds of the customer's call will dictate their chances of success. The first words out of their mouths are the most important part of the whole customer interaction. In the first few seconds, they'll establish whether they and the organization they work for are professional and responsive to their customers, or not. Representatives want to provide the customer with service, but they also want to look for opportunities to provide products or services to the customer. In this course, they will learn what they can do to help make sure the conversation and the relationship with the customer get off to a positive start. They will also learn how they can make the transition from taking an order or providing a service to a sales conversation.