

# Making Not Just Taking Orders

A proactive approach when it comes to order-taking, customer service and receiving enquiries can both consolidate and expand your client base.

This course is engineered to teach staff how to maximise sales opportunities as they arise during their day-to-day conversations with both existing and prospective customers.

## Recommended for:

Staff who process and take orders from new or existing clients. This applies to face to face or over the telephone.

## Objective

Delegates will learn key skills to support them in controlling incoming calls/conversations and upselling both to existing and new clients through building natural rapport.

## Learning Outcomes

By the end of the course delegates will:

- Show increased confidence in dealing with all types of callers.
- Understand how their role contributes to the growth of the business.
- Be able to up-sell and increase business or gain repeat business.
- Be able to create a good impression of the company.
- Be more proactive when dealing with all types of customers.
- Competently control each incoming enquiry or customer by using the 'questioning technique'
- Recognise buying signals and act upon them immediately.
- Use positive phrases when speaking to customers.
- Demonstrate how to close and gain commitment from a new or potential customer.

This course can be delivered both in person or virtually.

Email: [audrey@outshinegroup.co.uk](mailto:audrey@outshinegroup.co.uk) for more details.



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## Background of Trainer

- An established Telephone Skills and Sales Trainer and coach for over 25 years in business to business and niche sectors
- Her specialist areas are: Sales, Customer Service and Employer Engagement
- Delivers training both virtually and in person throughout the UK
- Member of associations that include: Institute of Customer Service, Institute of Sales Professionals, BASE, Institute of Student Employers, Learning Performance Institute

**Past and Present Clients include:** Yankee Candles, Slimming World, Scope, Tri Star Packaging, Howarth Building Supplies, Plumbase, British Business Bank, Babington, Bon Bons, Canary Wharf Group Nottingham Trent University to name a few.

Format: All courses can be delivered as a customised company programme.



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