

Master Teleselling Online

Product Name: Master Teleselling Online

Product Description: A set of simulation based modules which will help the learner, hone and develop their tele-selling skills that will enable them to sell effectively. The course is covered through 6 levels. Each level gets more and more complex with respect to the type of product and the complexity of customers or problems.

Development Platform: Flash CS6

Compliant: Scorm 1.2

Course Type: Multi-branch Simulation

Demo: <http://www.enhancelearning.co.in/SitePages/demos/Teleselling/TS/Scopage.html>

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Tele - Selling : **Level 1**
Product : **Mobile Plan**
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Detailed description of the level:

Background information of the lead character: Vibhu Das, a 12th passed student from a government school. Like most of his friends, Vibhu has joined a call centre, "Outsource 2day" recently opened in his locality. Vibhu does not know much about telesales.

Outsource 2day offers domestic telesales services to its corporate clients. Outsource 2day call centre executives have to make sales calls to the prospective customers, selling all sorts of products such as books, mobile connections, service coupons, insurance products etc.

Simulation Scenario:

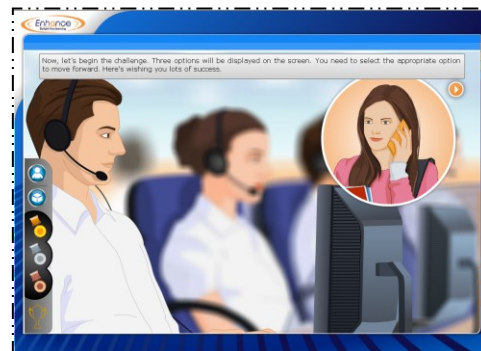
Outsource Client:

MobiTel Pvt. Ltd. is a new player in the Telecom sector providing prepaid and postpaid connections for network connectivity and internet data card. Being a new entrant in the sector, it is offering various promotional offers:

Customer profile:

Ridhi Sehgal is a 20 year old, college student. She is a fun loving, easy going person. She loves to stay connected with his friends whether its speaking on the phone, or through mobile applications such as facebook, twitter, whatsapp. Also, she enjoys music. So, she likes to watch / download videos on her phone.

Considering the activities Ridhi performs using her mobile phone, her current postpaid mobile connection turns becomes very costly. Consequently, her parents are unhappy. Lots of money goes into paying phone recharging.



Situation:

Help Vibhu call the customer who is very easy going and has very few objections.

Concepts Covered:

- Steps of the telesales process:
 - ✚ Opening the call by Starting Right
 - ✚ Building rapport
 - ✚ Need Analysis
 - ✚ Presenting the product
 - ✚ Handling objections
 - ✚ Negotiating
 - ✚ Taking Order
 - ✚ Closing the call

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 Tele - Selling : **Level 2**
 Product : **Loyalty card**
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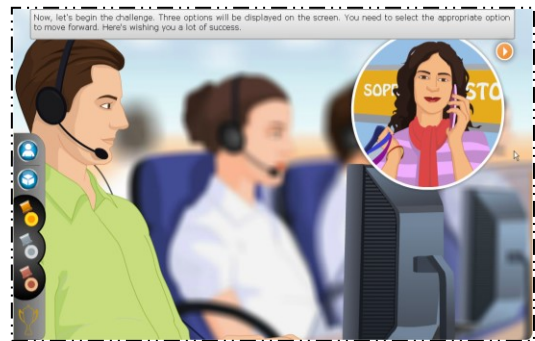
Simulation Scenario:

Outsource Client:

Shopper's Delight, a big retail chain has come up with a membership card scheme targeted at their regular, existing customers to boost their sales. This scheme offers a range of benefits to the customers.

Customer profile:

Sheena Malhotra, a shopaholic by nature is an old customer of Shopper's Delight. She generally doesn't entertain sales calls for membership cards on her phone. This is because she doesn't see any benefit of buying loyalty / membership's cards.



Situation:

Vibhu call an existing customer from the database to sell a benefit card. Help him to sell the product.

Concepts Covered:

- Use of "Attention Grabbers", words such as: suggest, recommend, discount
- FFF concept: Feel, Felt and Found (objection handling)
- Basics of Negotiation Skills
- Positive Attitude: Using positive phrases and words over negative words

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 Tele - Selling : **Level 3**

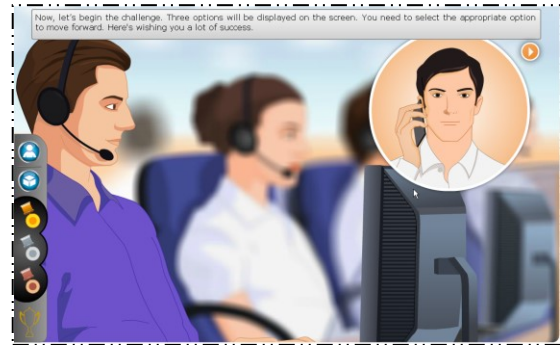
Product : **TV Shoppe Network**
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Simulation Scenario:

Outsource Client:

TV Shopping Network is a major marketing company that sells almost all products related to home care, personal care, health care from major brands by advertising the products on most TV channels through a TV Program "Easy TV Shopping."

Their latest infomercial is about Magic Mobile, models: C2, C3, and C4. On buying any of these Carbon Mobile phone models, a customer gets a pack mobile accessory



Customer profile:

Viren Gupta is a 34 years old business man, who is very price conscious. He is a keen viewer of TV Shop Network's program "Easy TV Shopping." He has bought many values for money products from the TV show. Mostly all these products offered free items go with.

One day, he decides to buy a mobile phone from the TV Shop Network. So, to confirm his order he dials the given helpline number. Vibhu receives his call.

Situation:

Vibhu receives a call from an existing customer (who is very price conscious) to buy a product. Help him to use this opportunity to cross sell another product.

Concepts Covered:

- Use of Elevator pitch: a product specific benefit statement that lasts less than 15 secs.
- Use of comforting phrases and words (less obligatory / intimidating and tentative), "Depending upon your need", "might", "maybe", "possibly"
- Empathising with a customer

Empathy statements / words:

For inbound scenarios

- I definitely will make sure that it gets sorted...
- You will surely be able to enjoy...
- I absolutely agree...
- I can certainly help you...

- Managing Open ended questions & Close ended questions

- Dealing with irate customers and their idiosyncrasies
- Handling three major types of objections:
 - ✚ I don't have time
 - ✚ I don't have money
 - ✚ I'll think it over
- Positive Attitude: Using positive phrases and words over negative words

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 Tele - Selling : **Level 4**

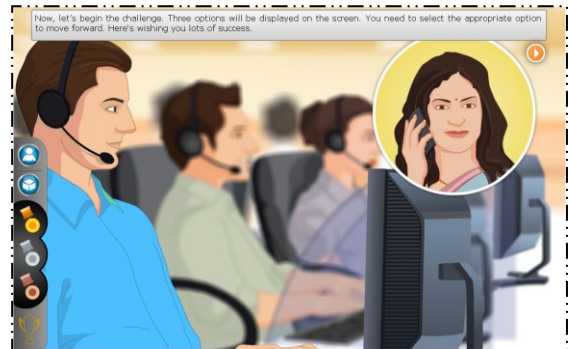
Product : **Home Insurance**

Simulation Scenario:

Outsource Client:

HLC Insurance Ltd.'s Safe Home is a Home Insurance policy that offers protection to Home. With this insurance plan, a customer can insure the structure, household appliances & contents like Clothing, furniture, curtains, crockery, fixtures and fittings, carpet, etc.

Policy provides a cover against Fire accidents, Theft, Earthquake, Flood, Storm, Lightning and Landslide or Rockslide.



Customer profile:

Amita Sen, a housewife and mother of two. Recently, one of her friends informed her (or she saw some TV report) on a gang of burglars who has made an attempt to break in some nearby neighborhood.

So, when Vibhu calls her to sell Safe Home policy, she can't really decide whether she needs such a product or not.

Situation:

Vibhu calls the customer who is indecisive. She can't decide whether she needs the product or not. Help him sell home insurance to Amita.

Concepts Covered:

- Use of Elevator pitch: a product specific benefit statement that lasts less than 15 secs.
- Empathizing with a customer
 - ✚ Empathy statements / words:
 - For outbound scenarios:
 - I definitely will make sure that it gets sorted...
 - You will surely be able to enjoy...

- I absolutely agree...
- I can certainly help you...
- Dealing with irate customers and their idiosyncrasies
- Listening skills
- Positive Attitude: Using positive phrases and words over negative words

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 Tele - Selling : **Level 5**

Product : **Card Protection Plan**

Simulation Scenario:

Outsource Client:

Protection Plus ltd. is an insurance company which primarily deals in general insurance policies such as Household Insurance, Car Insurance and Health Insurance.

Card Protection Services (CPS) or Card Protection Plans (CPP) has been a recent addition in their list of general insurance policies. This policy safeguard customers' credit and debit cards against the events such as: card loss, theft and illegitimate usage. Furthermore, they offer protection against the fraudulent and illegal use of your mobile connection. While travelling abroad, if a customer loses his travel tickets along with his cards, CPP facilitate replacement of travel tickets, so that he/she can return home. CPS also provides an emergency cash advance to help overcome the inconvenience of having lost cash along with the cards.



Customer profile:

Divesh Rana, an executive, who works in a MNC. Being one of the top bosses, Divesh travels a lot. He does not like to answer sales calls, clearly because he doesn't have time to spare. Also, being an executive he is a well informed person. Divesh Rana, once bought a home insurance policy from Protection Plus Ltd. He is extremely unsatisfied with the service.

Situation:

Vibhu call a customer who is being cynical. He has had a bad experience in the past (with similar product), because of which he is not willing to listen to Vibhu. Help him sell insurance to Divesh.

Concepts Covered:

- Use of Elevator pitch: a product specific benefit statement that lasts less than 15 secs
- Lateral thinking: Creativity and Innovation
 - ✚ Presenting the benefits of the product/service in an innovative / unconventional way
 - ✚ Preparing an innovative pitch

- Dealing with irate customers and their idiosyncrasies
- Effective Negotiation Strategies:
 - ✚ Win-win
 - ✚ Win-loose
- Listening skills
- Effective closing strategies:
 - ✚ The Direct Close: "So, would you like to place the order now?"
 - ✚ Assumptive Close: "So, how many pieces should I deliver today?"
 - ✚ Choice Close: "Would want me to deliver a single pack or the double?"
 - ✚ Give it a try close: "Would you like to give it a try?"
- Positive Attitude: Using positive phrases and words over negative words
- Talk the language that customer understands

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 Tele – Selling : **Level 6**

Product : **Child Education Plan (Insurance)**
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Simulation Scenario:

Outsource Client:

Insurance Today Ltd. is a full fledged insurance company. It deals in all kinds of insurance products: General Insurance, Life Insurance and Other Financial Instruments. Child Education Plan (CEP) is their flagship product. It ensures that your child receives quality education that he deserves, at the same time ensuring that your money continues to grow with compounded additions, year after year. CEP is a market linked plan with a premium time of 10 year and lock in period of 5 years. The policy matures when your child turns 20.



Customer profile:

Rajan Sharma (aged 30 years) is foul mouthed person who is extremely price conscious. He is married with 2 children, a daughter and son. Being an orthodox person, he has rigid ideas about how children should be brought out.

Situation:

Vibhu call a customer who is very rude & stubborn. Help him sell the insurance to Rajan.

Concepts Covered:

All the Concepts learnt till now.