

## TELESALES TRAINING TRAINER GUIDE AND SYNOPSIS

Time	Item
10.00	<p><b>Benefits</b></p> <p>N.B. Slide 10 is an animated slide that only shows the heading on the first click so as to not provide the answers.</p> <p>State that this is an important part of the preparation process.</p> <p>Ask delegates to call out the reasons for buying something (it can be anything, maybe even something they recently purchased.) Capture the points on the flip chart and review with slides 10 &amp; 11.</p> <p>Then cover Features and Benefits slide 12 and the example 13.</p> <p>Then on a flip chart choose a product and ask delegates to call out the features and the associated benefits. Capture their answers on the flip chart. A lap-top computer could be used as an example. Use the review slide 14.</p> <p>Then summarise the typical benefits on slide 15.</p> <p>Then give delegates exercise 02 Benefits. Leave slide 15 up for assistance. 15 minutes for exercise in groups of 2 or 3. You may need to give them some guidance on what areas to focus on during this exercise, such as a particular product or service or even the features and benefits of the company. Get each group to present back to the whole group and review. The review takes about 20 minutes depending on delegate numbers. The key thing to look for during the review is whether delegates have identified true benefits as per slide 15.</p> <p>Feedback as necessary.</p> <p>Discuss the dangers in presenting everything to the customer (i.e. that many of the items may not be relevant) therefore and the need to ask questions which is covered later.</p>
11.00	<b>Break</b>