Telesales and Inside Sales Techniques: Call Openers, Qualification and Closing by Phone

4 – 8 October 2027
Paris - Right Bank business hotel



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Introduction:

Telesales and inside sales teams often lose revenue on calls that were never prepared: prospect lists are unfiltered, openers sound read aloud, gatekeepers end calls early, qualification is skipped and follow-up stops after one attempt. Rejection then wears callers down while team leaders cannot see why conversion stalls. This Core Concept course builds telesales and inside sales techniques for phone-based sellers, from call preparation and BANT qualification to objection handling, closing and multichannel follow-up cadences. Each participant produces a Call Script Library and Personal Call Plan, tested in recorded role-plays.

Course Objectives:

- Build a targeted prospect list and pre-call research sheet from an ideal customer profile
- Structure outbound and inbound calls with tested openers, gatekeeper routes and a clear agreed next step
- Qualify prospects with BANT questions and hand off sales qualified leads with complete call notes
- Run needs discovery, present value by phone and use trial closes to move the prospect to a decision
- Handle common telephone objections and sustain multichannel follow-up cadences recorded in the CRM
- Track connect rate, talk time and conversion and use call recordings and resilience routines to lift results

Target Audience:

- Telesales agents who sell products or services directly over the phone to business or consumer buyers
- Inside sales representatives who manage accounts and opportunities remotely from the office
- Sales and business development representatives who prospect and book qualified meetings for account executives
- Team leaders who coach phone-based sellers and review their daily call activity
- Customer-facing staff who handle inbound enquiries and are expected to convert them into sales

Course Outline:

Day 1: Inside Sales Model, Prospect Lists and Phone Voice

- Inside Sales Model: Telesales, Appointment Setting, Lead Qualification and Account Executive Handoff
- Inbound Lead Response Versus Outbound Prospecting Call Flows
- Ideal Customer Profile Filters for Building a Targeted Prospect List
- Pre-Call Research Sheet: Trigger Event, Contact Role and Call Objective
- Voice Pace, Pitch and Tone Self-Assessment From a Recorded Practice Call

Day 2: Call Structure, Openers, Gatekeepers and Qualification

- Five-Stage Call Structure: Opener, Reason for Calling, Discovery, Value Statement and Next Step
- Opener Scripts: Referral, Trigger-Event and Permission-Based Openings
- Gatekeeper and Voicemail Role-Play With a Route Map to the Decision Maker
- BANT Qualification Question Bank: Budget, Authority, Need and Timeline
- Sales Qualified Lead Criteria and Account Executive Handoff Note Template

Day 3: Needs Discovery, Value Presentation and Closing by Phone

- Open, Probing and Confirming Question Ladders for Needs Discovery
- Active Listening on the Phone: Summarising, Labelling and Use of Silence
- Feature-Advantage-Benefit Value Statements Matched to the Caller's Role
- Trial Close Questions and Verbal Buying Signal Recognition
- Discovery-to-Close Role-Play: Assumptive, Alternative Choice and Summary Closes

Day 4: Objections, Follow-Up Cadences, CRM Notes and Call Metrics

- Objection Handling Role-Play: Price, Timing, Incumbent Supplier and Send Me an Email
- Multichannel Follow-Up Cadence: Call, Email and Messaging Touch Sequence
- CRM Call Notes Standard: Disposition Codes, Call Outcome and Dated Next Step
- Call Metrics Review: Dials, Connect Rate, Talk Time and Conversion Rate With Recording Playback
- Rejection Resilience Routine: Reframing, Focused Call Blocks and Recovery Breaks

Day 5: Recorded Role-Play Practice and the Personal Call Plan

- Call Script Library Build: Opener, Gatekeeper, Discovery, Objection and Close Modules
- Multi-Sector Recorded Role-Play Rounds: Technology, Financial Services and Business Services Buyers
- Recording Playback With Peer and Trainer Call Feedback Scorecard
- Personal Call Plan: Daily Call Blocks, Activity Targets and Cadence Calendar
- Call Script Library and Personal Call Plan Presentation With Peer Challenge

Skills You Will Gain:

- Prospect List Building
- Telephone Call Structuring
- Gatekeeper Navigation
- Lead Qualification
- Needs Discovery Questioning
- Telephone Objection Handling
- Follow-Up Cadence Design
- Call Performance Analysis

Why Attend This Course:

- Return with a Call Script Library and Personal Call Plan tested in recorded role-plays
- Hear your own recorded calls and fix the openers, pace and questions that lose prospects
- Get past gatekeepers and brush-off replies with prepared routes and responses
- Practise every day with phone-based sellers from other sectors and markets

Conclusion:

Telephone sales results come from preparation and repetition rather than a single perfect script. The course moves from the inside sales model, prospect lists and phone voice, through call structure, openers, gatekeepers and BANT qualification, to discovery, value presentation and closing, then to objections, follow-up cadences, CRM notes, call metrics and resilience. The final day brings it together in recorded role-plays, producing a Call Script Library and Personal Call Plan ready for use on the next calling day.