

**BUSINESS SOLUTIONS - ESSENTIAL BUSINESS SKILLS**

**SALES AND MARKETING SHORT LEARNING PROGRAMME: SALES TRAINING – USING THE TELEPHONE AS A SALES TOOL (COMMUNICATION)**

**ALIGNED TO SAQA UNIT STANDARD ID: 252192 - DEMONSTRATE AN UNDERSTANDING AND DEFINE THE NATURE AND ROLE OF MARKETING COMMUNICATIONS**

**Duration:**  
**1 DAY PROGRAMME**

Many businesses use telephone marketing to communicate with their customers. Any firm that sells direct usually handles enquiries, gives quotes and takes orders over the phone. Small firms that target business customers can use the telephone to call sales leads, give quotes and arrange appointments. Telephone marketing, or telemarketing, can offer several advantages over other forms of marketing. Unlike mobile phone marketing which sends advertising messages, you talk to the customer directly and can ask questions to gauge their interest, find out what their needs are and answer queries and objections.

Telephone sales calls to people at home, however, are often seen as an unwelcome interruption. If you are targeting consumers, you should think carefully before you use telemarketing. You risk alienating customers and you could damage your company's reputation. This workshop deals with how to use the telephone appropriately as a sales tool.

**Programme overview:**

- Define and explain marketing communications
- Explain how marketing communications works and how it is classified
- Define and explain persuasive communication
- Identify and explain the role of marketing communications in the overall marketing process

**The following are included in the Course Fee:**

|  |                  |
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| Tuition, student support and research supervision, any assessments that may be completed |                  |
| Meals  |                  |
| Certificate of attendance  |                  |
| <b>TOTAL</b>   | <b>R 1250.00</b> |

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I, (student/payment sponsor), acknowledge that I understand the information stated in this document.

Date: ..... Signature: .....

**This Information Sheet forms part of your enrolment contract**

*The content of this information sheet is subject to change without notice due to legislation, market requirements or any other reason. ELMI reserves the right to change the programme subject matter without notice.*

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