

cto

corporate training options

About Us

Our mission at CTO is empowering people through learning that drives lasting growth and organisational success.

With that focus, we provide high-quality, practical training designed to help individuals and organisations build skills, improve performance and adapt to an ever changing business environment.

With experienced trainers and flexible delivery options, CTO provides engaging, results-focused learning designed to strengthen capability and support long-term business success.

*“Hope is NOT a
Development Plan.”*

Professional Selling over the Phone

Other Sales Courses

- Sales Training - Prospecting to Closing
- Sales Management - Build a Winning Sales Team

Skills that Build Teams that Win

Contact Us

We would love to collaborate with you



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*Our trainers are located all across
Australia.*

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Sales: Professional Selling over the Phone

The Challenge

Selling over the phone is fundamentally different from face-to-face selling—you can't read body language and prospects can hang up instantly. Cold calling feels intimidating, and even warm calls require specific skills to build rapport and credibility without visual cues. Phone sales success requires mastering voice, pacing, questioning and persistence that many salespeople never develop.

Educate, Elevate and Empower

What you will Learn

- ✓ Open calls confidently and capture attention immediately
- ✓ Build rapport and credibility using only your voice
- ✓ Ask powerful questions that uncover needs over the phone
- ✓ Present value propositions that resonate without visual aids
- ✓ Handle objections and resistance in phone conversations
- ✓ Close sales and secure commitments over the phone
- ✓ Manage rejection and maintain motivation in phone sales

Who should Attend

This specialised program is essential for anyone responsible for generating sales through telephone conversations. Ideal participants include:

- Inside sales teams and phone-based sellers
- Business development representatives doing outbound calling
- Account managers conducting phone sales
- Anyone wanting to improve telephone selling effectiveness

Course Delivery

- Online via Microsoft Teams
- Onsite at your Workplace
- Hybrid (combination of both)

Duration

- Full Day Course

Group Sizes

Our prices are based on group sizes and not per person (the more the merrier)

- 1 - 3 trainees
- 4 - 15 trainees
- 16 - 20 trainees

Pre Requisites

None - Open to all

Course Modules

Module 1. The Phone Sales mindset

- Why phone selling is fundamentally different from face-to-face selling
- Overcoming the fear of cold calling and rejection
- The psychology of voice-only conversation
- Setting yourself up mentally and physically before you dial

Module 2. Opening Calls and Capturing attention

- The first 10 seconds - why most calls are won or lost immediately
- Crafting opening that earn the right to continue
- Avoiding scripts that sound scripted
- Adapting your opener for cold, warm and referral calls

Module 3. Building Rapport and Credibility without visual cues

- Why voice becomes everything when body language disappears
- Tone, pace and energy - the three levers of phone presence
- Establishing credibility quickly with strangers
- Mirroring and matching to build connection over the phone

Module 4. Asking Powerful questions to Uncover needs

- Why phone conversations demand sharper questioning skills
- Structuring a discovery conversation without visual feedback
- Listening for cues in tone, hesitation and word choice
- Avoiding the interrogation trap and making questions feel natural

Module 5. Presenting Value without Visual aids

- Translating features and benefits into spoken value
- Painting a picture with words - verbal storytelling techniques
- Tailoring your pitch to what you've heard not what you've rehearsed
- Keeping prospects engaged when they can't see anything

Module 6. Handling Objections and Resistance on the phone

- Why objections feel more personal and immediate by phone
- A framework for acknowledging, exploring and responding
- Common phone-specific objections and how to navigate them
- Staying composed when a prospect pushes back or wants to hang up

Module 7. Closing and Securing commitment by Phone

- Recognising buying signals when you can't see a reaction
- Asking for commitment clearly and confidently
- Handling stalls like "send me some information" or "let me think about it"
- Locking in next steps so deals don't go cold

Module 8. Managing Rejection and Sustaining Motivation

- Why phone sales generates more frequent rejection than other channels
- Reframing "no" as data not a personal verdict
- Building daily habits that protect energy and confidence
- Tracking activity and wins to maintain long-term momentum

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