

Inside Sales Training Program or Telemarketing Sales Training

Practical Inside Sales Training Program for Modern Sales Teams

Post-pandemic, the sales field has completely changed.

Both buyers and sellers now prefer to start sales conversations over the phone or virtual channels.

SaaS product sales and quick-decision services are seeing strong traction through **telemarketing sales**, which has now evolved into what we call **inside sales**.

Today, many inside sales professionals are expected to handle the **complete sales cycle** over phone calls or virtual meetings.

This shift has made **inside sales training** critical for organisations that depend on consistent lead conversion and follow-ups.

Why Telemarketing and Inside Sales Matter Today

Inside sales has become one of the most dominant sales models across:

- Business-to-Business (B2B)
- Business-to-Consumer (B2C)

Sales conversations that earlier happened face-to-face are now happening remotely.

This change brings opportunity, but also pressure to the salespeople .

Inside sales professionals need to:

- Build trust without meeting customers
- Ask the right questions quickly
- Handle objections calmly
- Follow up consistently
- Close deals over calls or virtual meetings

Only **well-trained inside sales professionals** can do this well.

That is where structured **telemarketing sales training** becomes important.

The Problem with Most Telemarketing Calls

Most sales calls fail because:

- Sellers waste time with unnecessary small talk
- They ask questions that do not add value
- They fail to respect the prospect's time
- They sound scripted, unsure, or rushed

Modern selling needs **clarity, preparation, and confidence**.

Inside sales today requires a clear method, not guesswork.

Why GreatWorks Inside Sales Training

GreatWorks **Telemarketing and Inside Sales Training** is designed to help sales teams:

- Improve telesales performance and conversion rates
- Build confidence and persuasion skills for Inside salespeople
- Create a rhythm of disciplined follow-up and learning

This is not generic motivation-based training.

It is **practical inside sales training**, built around real calls, real objections, and real buyer behaviour.

Who This Training Is For

This program is suitable for:

- Inside sales teams
- Telemarketing teams
- SaaS sales teams

In short ,anyone who sells **over phone or virtual channels** will benefit from this training.

Training Approach

Phase 1: Discovery and Diagnosis

Before training begins, we focus on understanding the ground reality.

This includes:

- One-on-one interactions with team leads and selected team members
- Understanding key challenges, mindset blocks, and customer objections
- Reviewing current call practices, scripts, and follow-up methods

This ensures the **inside sales training** is relevant and practical.

Phase 2: Customised Telemarketing Sales Training

The training is designed around **Mindset + Skillset** improvement.

The goal is simple:

Help salespeople conduct confident, structured, and effective sales conversations over phone or virtual meetings.

Table of Contents

I. What Is Telesales and How It Is Evolving as Inside sales

- Understanding modern telesales and inside sales
- Why inside sales is growing across industries

II. Communication – The Core Skill of Inside Sales

- Selling without seeing the customer
- **Creating impact in the first 30 seconds of a call**
- Phone clarity and confidence
- Managing voice tone and energy
- Active listening techniques
- Building rapport quickly
- Asking the right questions to understand customer needs

III. Product Knowledge and Sales Confidence

- Becoming confident with product understanding
- Using product strengths to build trust
- Handling questions and objections confidently

IV. Prospecting and Lead Follow-up

- The five rules of effective lead follow-up
- Managing rejection without losing confidence
- Role plays and call practice

V. Objection Handling, Negotiation, and Closing

- Common objections in telesales
- Turning objections into buying signals
- Gaining commitment over calls
- Maintaining relationships after closure

VI. Working as a Professional Inside Salesperson

- Aligning personal goals with company targets
- Working with field sales teams for better conversion
- Tracking numbers and taking ownership

Outcomes of This Inside Sales Training

After this training, participants will be able to:

- Handle sales conversations confidently over phone and virtual channels
- Ask better questions and listen actively
- Follow up with discipline and clarity
- Improve conversion rates without sounding aggressive

This Inside sales training helps teams sell better, not just call more.

Program Delivery

- **Delivery Mode:** Onsite or virtual
- **Languages:** English, Tamil, or vernacular languages as required
- **Duration:** Customised based on team size and requirement
- **Fees:** Based on scope and training duration

Ready to Strengthen Your Inside Sales Team?

The GreatWorks Telemarketing and Inside Sales Training Program can be customised based on your business model, product complexity, and sales challenges.

If you want your sales team to handle calls with confidence, come let's talk.

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