



# **Consultative Telephone Sales and Customer Engagement Training Course**

4 – 8 October 2027  
Paris



## Consultative Telephone Sales and Customer Engagement Training Course

**Ref:** 739\_156340 **Date:** 4 – 8 October 2027 **Location:** Paris **Fees:** 5700 Euro

### Overview

Consultative Telephone Sales and Customer Engagement Training Course is a five-day professional course for inside sales representatives, account coordinators, business development staff, customer advisers, and telephone-based sellers who leave with a Consultative Sales Call Playbook. Participants prepare calls, open with purpose, build voice-based rapport, discover needs, connect value, diagnose objections, recognize engagement signals, secure next steps, and review follow-up. The course uses business services, technology, healthcare, and property scenarios. Agile Leaders Training Center develops consultative telephone sales and customer engagement.

### Who Should Attend

- Staff responsible for outbound prospect and customer calls
- Teams responsible for inbound sales conversations and qualification
- Professionals responsible for discovery, value explanation, and objections
- Account support staff responsible for next steps and follow-up
- Supervisors responsible for reviewing telephone sales conversations

The course assumes participants conduct or support telephone sales conversations and leaves out general customer service, telephone etiquette, contact-center management, field sales, cold-email outreach, and broad negotiation training.

### Departments and Industries

The course supports departments and industries where voice conversations develop sales opportunities and customer commitment.

- Inside sales and business development teams
- Technology and professional-service providers
- Healthcare services and appointment-based businesses
- Property and facilities service companies
- Education and training providers

### Learning Objectives

By the end of this course, participants will be able to:



- Apply a preparation and purposeful-opening routine
- Use voice-based rapport and active listening
- Analyze needs through sequenced discovery questions
- Build value statements from customer priorities
- Diagnose objections and sustain engagement
- Evaluate commitments, follow-up, and call quality

## **Course Agenda**

### **Day 1: Call Preparation and Opening**

- Sales Call Objective and Customer Context Sheet
- Purposeful Opening Statement Builder
- Voice Tone, Pace, and Rapport Guide
- Consent and Relevance Opening Check
- Call Agenda and Transition Map

### **Day 2: Discovery and Engagement**

- Customer Need Discovery Question Funnel
- Active Listening and Signal Capture Grid
- Problem, Impact, and Priority Note Frame
- Engagement Signal Recognition Checklist
- Discovery Summary Confirmation Loop

### **Day 3: Value and Objections**

- Need-to-Value Connection Canvas
- Benefit and Evidence Statement Pattern
- Objection Diagnosis Question Tree
- Concern Acknowledgement and Response Frame
- Value Conversation Re-Engagement Route

### **Day 4: Commitment and Follow-Up**

- Customer Commitment Readiness Check
- Next-Step Ask and Choice Structure
- Action Owner and Timing Confirmation Record
- Telephone Sales Follow-Up Plan
- Sales Call Review Scorecard



## **Day 5: Telephone Sales Practice**

- Exercise: Prepare and Open a Relevant Sales Call
- Exercise: Discover Needs and Confirm Priorities
- Exercise: Connect Value and Diagnose an Objection
- Exercise: Secure a Next Step and Plan Follow-Up
- Capstone: Consultative Sales Call Playbook

## **Practical Exercises**

The course uses suggested activities based on telephone sales in business services, technology, healthcare, and property.

- Suggested activity: prepare a customer context sheet and deliver a purposeful opening with a relevance check.
- Suggested activity: use a question funnel, capture engagement signals, and confirm the customer's priorities.
- Suggested activity: connect an identified need to value and diagnose the concern behind an objection.
- Suggested activity: secure a specific next step, document ownership, and review the call with a scorecard.

## **FAQs**

### **Who suits consultative telephone sales and customer engagement training, and what does it assume?**

Inside-sales staff, business-development teams, account coordinators, customer advisers, and telephone-based sellers suit the training; it assumes responsibility for sales conversations or their follow-up.

### **How does consultative telephone sales differ from general telephone etiquette training?**

Consultative telephone sales focuses on customer context, discovery, value, objections, engagement, commitments, and follow-up rather than courtesy, call routing, holds, transfers, or message taking.

### **What discovery questions improve customer engagement in telephone sales?**

Effective discovery questions explore the current situation, desired result, problem, impact, priority, decision criteria, constraints, and willingness to take a next step.

### **How should telephone sellers respond to customer objections?**

Telephone sellers should acknowledge the concern, ask diagnostic questions, verify its cause, connect the response to the customer's priorities, check whether the concern is resolved, and avoid arguing.



## **How should a consultative telephone sales call end?**

A consultative sales call should end with a summarized need, agreed value, explicit next step, named action owner, timing, follow-up channel, and confirmation from the customer.

## **Conclusion**

Participants take back a Consultative Sales Call Playbook containing preparation sheets, opening builders, discovery funnels, signal grids, value canvases, objection trees, commitment checks, follow-up plans, and review scorecards. It changes product-led calls into customer-centered conversations with verified needs and explicit next steps. The playbook supports consistent engagement, accountable follow-up, and evidence-based call improvement.