

Acquiring and Developing Accounts by Telephone (ADAT)



At Huthwaite International we have been delivering real sales and negotiation performance improvement for more than three decades. As a result we are confident we can show you how to make a real and lasting improvement to your results, no matter what your level of experience or current performance. All our training is derived from field research into what high performers do to distinguish themselves from the rest.

Today many businesses conduct major business-to-business sales via the telephone, sometimes with the aid of internet-enabled tools. Our ADAT programme helps telephone-based sellers to develop the strategies and skills to establish relationships and sell more business by telephone.

Please note that this programme is aimed at sellers who sell predominantly through outbound calls.



Huthwaite Acquiring and Developing Accounts by Telephone training builds the skills essential to success by helping you to:

- recognise the way that customers make buying decisions
- develop a prospecting strategy, including deciding which accounts to focus on
- navigate the contacts within an account
- use persuasive openings to buy contact time
- ask questions that will quickly qualify in or out
- show how your product will meet the customer's needs and so building customer perceptions of the value of your product
- handle gatekeepers
- produce a significant increase in sales revenue and profitability.

Training design

Our aim is to develop your skills through practise and feedback so that you can apply them effectively with your customers. To achieve this the ADAT programme includes trainer inputs, exercises and roleplays. Feedback is provided through roleplay analysis, group review and trainer inputs.

Course outline - Day 1

- How customers make buying decisions
- Sales roleplay*
- Selecting target customers
- Key selling behaviours
- Sales roleplay

Course outline - Day 2

- The PITCH behavioural framework
- Call opening
- Objection handling
- Sales roleplay*
- Dealing with gatekeepers

* All roleplays follow the format of plan, practise, receive feedback and review.

Who should attend?

The Huthwaite Acquiring and Developing Accounts by Telephone programme will help anyone who uses the telephone as their main medium for obtaining new accounts and for growing existing ones.

Contact us

For more information about Acquiring and Developing Accounts by Telephone or other Huthwaite Open courses please go to: www.huthwaite.co.uk/open or call the Open Coordinator on +44 (0) 1709 521 243.