

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
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TELESALES TRAINING IN THE PHILIPPINES

CALL TO CONVERT

Practical Consultative Telephone Sales Skills for Prospecting, Discovery, Value Presentation, Objection Handling, Closing, and Follow-Through

TRAINING OVERVIEW

Selling successfully over the telephone requires much more than reading a script, introducing a product, answering objections, and asking for an order.

Unlike face-to-face sales conversations, telesales professionals cannot rely heavily on visual aids, physical presence, body language, product displays, or the environment to hold the prospect's attention. They must create relevance, credibility, trust, and momentum primarily through:

- The quality of their preparation;
- The strength of their opening;
- Their professional voice and language;
- The questions they ask;
- Their ability to listen;
- Their understanding of the customer's situation;
- The relevance of the value they communicate;
- Their response to concerns;
- Their confidence in requesting commitment; and
- Their discipline in following through.

Many telesales representatives struggle because they focus too quickly on presenting the product.

They may:

- Call without researching the prospect;
- Begin with a long company introduction;
- sound scripted or mechanical;
- talk continuously instead of listening;
- ask generic questions;
- present every product feature;
- assume that interest means readiness to buy;
- quote the price before establishing value;
- become defensive when objections arise;
- offer discounts too quickly;
- pressure customers who are not qualified;
- accept vague statements such as "call me again" without confirming a schedule;
- leave calls without a clear next step;
- fail to record relevant information; or

- treat every rejection as a personal failure.

Effective telesales is a structured business conversation. Its purpose is not always to complete the entire sale during one call. Depending on the product, market, customer, and sales process, the appropriate outcome may be to:

- Qualify the prospect;
- Confirm the customer's need;
- Schedule a discovery meeting;
- Secure permission to send information;
- Arrange a product demonstration;
- obtain missing requirements;
- involve another decision-maker;
- prepare a quotation;
- gain agreement on a trial;
- close the purchase; or
- determine respectfully that the opportunity should not be pursued.

Sales guidance consistently emphasizes preparation, discovery, customer needs, value-oriented language, appropriate objection handling, and clearly agreed next actions rather than immediately launching into a generic pitch.

Call to Convert: Telesales Training in the Philippines equips sales representatives, business-development personnel, account managers, contact-center agents, customer-service teams, entrepreneurs, and other employees with practical skills for conducting professional and persuasive inbound and outbound sales calls.

Participants learn how to:

- Prepare for different types of telephone-sales conversations;
- identify the right prospects and call objectives;
- open calls with relevance and permission;
- create interest without misleading or overpromising;
- use a confident and customer-appropriate telephone voice;
- ask purposeful discovery and qualification questions;
- listen for needs, priorities, concerns, and buying signals;
- distinguish customer needs from assumptions;
- communicate value instead of merely listing features;
- adapt the offer to the prospect's situation;
- handle objections without arguing or manipulating;
- ask confidently for an appropriate commitment;
- confirm responsibilities, dates, and next steps;
- document relevant information accurately;
- conduct professional follow-up;
- evaluate call quality and sales performance; and
- protect customer information during prospecting and direct marketing.

The program introduces the **MSS C.O.N.V.E.R.T. Telesales Framework**, a practical seven-stage process for managing a telephone-sales conversation:

- **C — Clarify the Target, Call Purpose, and Desired Outcome**
- **O — Open with Relevance and Permission**
- **N — Navigate Needs and Qualify the Opportunity**
- **V — Value-Link the Solution**
- **E — Explore and Resolve Objections**
- **R — Request Commitment and Confirm Next Steps**
- **T — Track, Follow Through, and Improve**

Consistent with MSS Corporation's **EnterTRAINment** methodology, this **Training on Telesales in the Philippines** minimizes lecture-heavy instruction. Participants evaluate sample calls, improve sales openings, practice discovery questions, develop value statements, handle objections, conduct realistic sales-call simulations, receive structured feedback, and prepare a workplace application plan.

The program may be customized according to the client's products and services, target customers, inbound or outbound sales model, sales cycle, lead sources, sales scripts, pricing structure, qualification criteria, CRM, performance measures, data privacy requirements, and actual anonymized sales-call situations.

TRAINING GOAL

To equip participants with the professional mindset, consultative communication skills, structured telesales process, customer-discovery techniques, value-selling capability, objection-handling methods, and closing disciplines needed to conduct more relevant, ethical, confident, and productive telephone-sales conversations.

TRAINING OBJECTIVES

By the end of the program, participants should be able to:

1. **Explain** the role of telesales within the organization's complete marketing, selling, customer-acquisition, and account-development process;
2. **Differentiate** telesales from telemarketing, cold calling, inside sales, telephone etiquette, customer service, and face-to-face selling;
3. **Identify** the respective requirements of inbound, outbound, business-to-business, business-to-consumer, warm-lead, cold-prospecting, follow-up, renewal, cross-selling, and upselling calls;
4. **Prepare** the necessary prospect information, call objective, value hypothesis, questions, supporting materials, and possible next steps before making a call;
5. **Demonstrate** a professional telesales voice involving appropriate tone, pace, volume, clarity, energy, confidence, and conversational delivery;
6. **Create** concise, relevant, and permission-based sales-call openings;
7. **Use** open, closed, probing, clarifying, consequence, priority, and commitment questions appropriately;
8. **Practice** active listening, paraphrasing, note-taking, summarizing, and confirmation during sales calls;

9. **Qualify** an opportunity according to customer need, fit, decision process, authority, resources, timing, urgency, and other client-approved criteria;
10. **Translate** product or service features into relevant customer benefits and business value;
11. **Present** recommendations according to the prospect's stated situation rather than delivering a generic sales pitch;
12. **Recognize** buying signals, hesitation, genuine objections, requests for information, delaying statements, and disqualifying conditions;
13. **Handle** concerns involving price, need, timing, authority, trust, competition, risk, and previous negative experience without becoming argumentative or prematurely discounting;
14. **Ask** confidently for an appropriate commitment, including a meeting, demonstration, quotation, trial, order, payment, document, decision, or scheduled follow-up;
15. **Confirm** responsibilities, timelines, communication channels, and next steps before ending the call;
16. **Document** sales-call information and follow-up actions accurately;
17. **Apply** ethical, privacy-conscious, and organization-approved direct-marketing practices; and
18. **Prepare** a 30-, 60-, or 90-day telesales performance-improvement plan.

LEARNING DOMAINS ADDRESSED

Cognitive Domain

Participants understand the telesales process, customer qualification, discovery, value communication, objections, closing, follow-through, direct-marketing responsibilities, and sales-performance measures.

Affective Domain

Participants strengthen customer respect, resilience, confidence, curiosity, patience, discipline, ethical influence, openness to feedback, and responsibility for sales commitments.

Psychomotor and Behavioral Domain

Participants practice opening calls, asking questions, listening, communicating value, responding to objections, requesting commitment, documenting outcomes, and conducting follow-up.

FROM POINT A TO POINT B

Point A: Before the Training

Participants may:

- Call prospects without sufficient preparation;
- treat every contact as equally qualified;
- focus mainly on completing a call quota;
- begin with a lengthy company introduction;
- sound scripted, nervous, apologetic, or overly aggressive;
- talk more than the customer;

- ask generic questions without a clear purpose;
- provide information before understanding the customer's situation;
- present numerous features without linking them to customer value;
- quote price too early;
- assume that the customer's first objection is the real concern;
- interrupt or counterargue when objections arise;
- offer discounts before establishing value;
- avoid asking for commitment because of fear of rejection;
- pressure prospects who are not ready or suitable;
- accept vague follow-up arrangements;
- promise actions outside their authority;
- end calls without summarizing next steps;
- fail to document customer information;
- delay follow-up;
- treat "not now" as either an automatic rejection or automatic future sale;
- conceal unsuccessful calls;
- become discouraged by repeated rejection; or
- measure success only through the number of calls made.

Point B: After the Training

Participants should be better able to:

- Prioritize suitable prospects and opportunities;
- establish a clear objective before every call;
- prepare a relevant reason for contacting the prospect;
- open calls concisely and professionally;
- ask permission to continue;
- establish credibility without overloading the introduction;
- engage customers in two-way conversations;
- ask purposeful questions;
- listen for needs, priorities, consequences, and concerns;
- determine whether an opportunity is qualified;
- tailor the recommendation to the customer;
- communicate value in customer-relevant terms;
- distinguish features, advantages, benefits, and evidence;
- explore objections before answering;
- respond without argument or manipulation;
- preserve price integrity where appropriate;
- recognize buying signals;
- ask confidently for a realistic commitment;
- agree on specific follow-up arrangements;
- maintain accurate sales records;
- learn from unsuccessful calls;

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- follow direct-marketing and privacy requirements;
- improve performance through call review and coaching; and
- balance sales results with customer trust and long-term relationships.

ORGANIZATIONAL CHALLENGES ADDRESSED

This **Telephone Sales Training in the Philippines** may help organizations address situations such as:

- Representatives make many calls but generate few qualified opportunities;
- call openings fail to gain attention;
- employees sound scripted or unconfident;
- prospects end calls before representatives explain the offer;
- salespeople provide long product presentations without discovery;
- representatives ask questions but do not use the answers;
- customer needs are assumed rather than clarified;
- employees cannot explain the value beyond product features;
- price becomes the dominant conversation;
- representatives immediately offer discounts;
- common objections repeatedly stop the sales process;
- salespeople argue with customers or memorize unnatural rebuttals;
- employees fail to ask directly for the sale or next step;
- follow-up commitments are vague;
- leads are lost because information is not documented;
- CRM records are incomplete or inconsistent;
- employees repeatedly contact unsuitable prospects;
- inbound inquiries are answered but not converted;
- outbound sales activity lacks structure;
- representatives struggle with rejection;
- managers evaluate call volume but not call quality;
- sales coaching lacks a common framework;
- customer information is handled without sufficient privacy awareness;
- different employees communicate inconsistent promises; or
- the organization wants a repeatable, consultative telesales process.

WHAT TELESALLES MEANS

Telesales is the process of using telephone or voice-based communication to create, develop, advance, or close sales opportunities.

It may include:

- Prospecting;
- lead qualification;

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- appointment setting;
- discovery;
- product or service presentation;
- quotation follow-up;
- objection handling;
- closing;
- renewal;
- reactivation;
- cross-selling;
- upselling;
- order confirmation; and
- relationship follow-up.

Telesales may be used independently or together with:

- Email;
- messaging applications;
- social selling;
- digital marketing;
- face-to-face meetings;
- online demonstrations;
- proposals;
- e-commerce;
- branch selling; and
- account management.

The telephone conversation should therefore be treated as one part of a coordinated customer journey rather than an isolated interaction.

TELESALES VERSUS RELATED SALES ACTIVITIES

Telesales

Telesales directly contributes to moving a prospect or customer toward a commercial commitment through a telephone conversation.

Telemarketing

Telemarketing may have a broader purpose, including generating awareness, conducting surveys, confirming information, qualifying prospects, setting appointments, or producing leads.

Some organizations use telesales and telemarketing interchangeably.

Cold Calling

Cold calling involves contacting a prospect who has not previously requested the conversation or may have limited awareness of the caller or organization.

Cold calling is one possible telesales activity, but not every telesales call is cold.

Warm Calling

Warm calling involves contacting an individual or organization with a previous connection, inquiry, referral, interaction, registration, or other legitimate relationship with the seller.

Inside Sales

Inside sales refers to sales conducted remotely through telephone, video calls, email, CRM tools, online demonstrations, and other digital channels.

Telesales may be one component of inside sales.

Telephone Etiquette

Telephone etiquette focuses on professional greetings, voice, listening, holds, transfers, messages, information protection, and call closing.

Telesales uses these professional foundations but adds prospecting, qualification, value communication, objection handling, persuasion, and commercial commitment.

Customer Service

Customer service primarily helps customers receive information, solve problems, use products, or obtain support.

Customer-service conversations may reveal sales opportunities, but employees should not sacrifice service resolution merely to force a sale.

INBOUND AND OUTBOUND TELESALES

Inbound Telesales

The customer initiates the contact through:

- An inquiry;
- advertisement;
- website;
- referral;
- campaign;
- social-media response;
- call-to-action;
- product question; or
- request for pricing.

The representative should not assume that every inquiry is immediately ready to buy.

The call may still require:

- Clarification;
- discovery;
- qualification;
- value explanation;
- objection handling; and
- follow-through.

Outbound Telesales

The organization initiates contact for purposes such as:

- Prospecting;
- appointment setting;
- lead follow-up;
- account reactivation;
- renewal;
- quotation follow-up;
- cross-selling;
- upselling; or
- campaign response.

Outbound calls require a credible and relevant reason for contacting the prospect.

CONSULTATIVE TELESALLES

Consultative telesales begins with the customer's situation rather than the seller's script.

The representative seeks to understand:

- What the customer is trying to achieve;
- what problem needs to be solved;
- why the matter is important;
- how the present situation affects the customer;
- what has already been attempted;
- what criteria will influence the decision;
- who will participate in the decision;
- when a solution may be needed;
- what concerns may prevent action; and
- whether the organization's offer is genuinely suitable.

Consultative selling does not mean conducting an excessively long interview before providing any useful information.

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The representative should balance:

Asking + Listening + Explaining + Recommending + Confirming

PROFESSIONAL TELESales MINDSET

Effective telesales requires the following attitudes:

Customer Respect

The person being contacted is not merely a name on a list or a sales target.

Curiosity

The salesperson should seek to understand before recommending.

Relevance

The call must have a reasonable connection to the customer's possible need or situation.

Resilience

Rejection, non-response, delay, and objection are normal parts of sales work.

Detachment from Pressure

Representatives should pursue results without becoming desperate, deceptive, or personally defensive.

Accountability

Salespeople must accurately represent products, prices, limitations, timelines, and commitments.

Continuous Improvement

Every call can provide information for improving targeting, messaging, questions, processes, and follow-up.

THE MSS C.O.N.V.E.R.T. TELESales FRAMEWORK

C — Clarify the Target, Call Purpose, and Desired Outcome

Before the call, determine:

- Who the prospect is;
- why the prospect may be relevant;
- what information is already available;
- what need or opportunity may exist;
- what the call should accomplish;
- what evidence supports the possible value;
- what questions should be asked;
- what materials may be needed; and
- what next steps may reasonably be offered.

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Possible Call Outcomes

- Confirm interest;
- qualify or disqualify the opportunity;
- schedule a meeting;
- gather requirements;
- send relevant information;
- arrange a demonstration;
- prepare a quotation;
- secure approval;
- close the order; or
- agree on a specific follow-up date.

A successful call should be evaluated against its appropriate objective—not only whether an immediate sale occurred.

O — Open with Relevance and Permission

The opening should answer the prospect's likely questions:

- Who is calling?
- From what organization?
- Why are you contacting me?
- Why might this matter to me?
- How long will this take?
- What are you asking me to do?

Sample Permission-Based Opening

“Good morning, Ms. Santos. This is Carlo from MSS Corporation. We support Philippine companies in strengthening the sales capability of their customer-facing teams. I'm calling because your company recently expanded its branch network, and I wanted to ask two brief questions about how you are preparing your sales employees. Is this a convenient time for a short conversation?”

The opening should be:

- Concise;
- honest;
- relevant;
- professional;
- customer-oriented; and
- appropriate to the lead source and existing relationship.

Employees should avoid pretending that a cold contact is a warm referral or implying a relationship that does not exist.

N — Navigate Needs and Qualify the Opportunity

Discovery questions should help the salesperson understand:

- Present situation;
- required result;
- problem or gap;
- effect of the problem;
- urgency;
- previous attempts;
- decision criteria;
- decision-makers;
- resources;
- timeframe;
- alternatives; and
- potential barriers.

Open-ended questions encourage fuller explanations and are particularly useful for uncovering the real concern behind an initial statement or objection.

Sample Discovery Questions

- “What prompted you to look into this now?”
- “How are you currently handling this requirement?”
- “What is working well with the present approach?”
- “Where are the recurring difficulties?”
- “How is this affecting your team, customers, or results?”
- “What outcome would make the solution worthwhile?”
- “Who else will be involved in evaluating the options?”
- “What timeline are you working with?”
- “What concerns would prevent you from moving forward?”

Qualification

A qualified opportunity generally has sufficient evidence of:

- Need or desired outcome;
- relevance of the seller’s solution;
- access to an appropriate decision process;
- feasible resources or commercial conditions;
- workable timing; and
- willingness to continue the conversation.

Qualification protects both the salesperson’s time and the prospect’s time.

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V — Value-Link the Solution

The representative should connect the recommendation directly with what the customer has said.

Feature

What the product or service has or includes.

Advantage

How the feature functions or improves performance.

Benefit

What the customer gains or avoids.

Value

Why the benefit matters according to the customer's priorities, outcomes, risks, costs, or decision criteria.

Example

Feature: The training includes recorded telesales simulations.

Advantage: Participants can review their actual voice, questioning, and objection-handling performance.

Benefit: Salespeople receive specific evidence of what they should retain or improve.

Customer Value: The sales manager gains a clearer basis for targeted coaching and post-training reinforcement.

Evidence May Include

- Relevant examples;
- demonstrations;
- customer cases;
- specifications;
- credentials;
- testimonials;
- comparisons;
- process explanations;
- service commitments; and
- measurable results that can be substantiated.

Representatives should not invent results, exaggerate capabilities, or promise outcomes that depend on factors outside the organization's control.

E — Explore and Resolve Objections

An objection may reflect:

- A genuine concern;
- insufficient information;
- low perceived value;

- misunderstanding;
- poor timing;
- lack of authority;
- limited resources;
- mistrust;
- competing priorities;
- a preferred competitor;
- previous negative experience;
- fear of risk; or
- a polite attempt to end the conversation.

The salesperson should discover the real issue before delivering a response. Sales guidance similarly advises representatives to understand the concern rather than immediately firing back with counterarguments.

Objection-Handling Process

1. **Listen** without unnecessary interruption;
2. **Acknowledge** the concern;
3. **Clarify** what the customer means;
4. **Confirm** the actual issue;
5. **Respond** with relevant information, evidence, options, or boundaries;
6. **Check** whether the concern has been addressed; and
7. **Continue** toward the appropriate next step.

Example

Customer: “Your price is too high.”

Weak response:

“But our service is the best.”

Consultative response:

“I understand that the investment is an important consideration. May I clarify whether the concern is the total amount, the timing of payment, or whether the expected return is not yet clear?”

The response must address the actual concern, not a memorized objection category.

R — Request Commitment and Confirm Next Steps

A sales call should normally end with a specific decision or agreed action.

Possible commitments include:

- Answering additional questions;
- introducing the decision-maker;
- providing requirements;

- receiving a proposal;
- scheduling a presentation;
- attending a demonstration;
- reviewing a quotation;
- beginning a trial;
- confirming an order;
- making payment;
- signing an agreement; or
- scheduling a specific follow-up.

Examples

“Based on what we discussed, shall we schedule the demonstration with your operations head on Thursday?”

“Would you like us to prepare the formal quotation for 25 participants?”

“Are you comfortable proceeding with the recommended package?”

“What would need to happen before you can make a decision?”

The representative should not end with vague statements such as:

“I’ll just follow up sometime.”

Instead, confirm:

- The action;
- responsible person;
- required information;
- date and time;
- communication channel; and
- desired outcome of the next interaction.

T — Track, Follow Through, and Improve

Immediately after the call, the salesperson should document:

- Contact details;
- customer situation;
- needs and priorities;
- qualification information;
- objections;
- buying signals;
- commitments;
- requested materials;
- responsible persons;
- next action;

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- follow-up schedule; and
- relevant privacy or communication preferences.

Sales-process guidance recommends prompt follow-up that summarizes the conversation, provides requested information, and restates the next steps.

The representative should also review:

- What worked;
- where the call lost momentum;
- which questions produced useful information;
- whether too much time was spent talking;
- what objection remained unresolved;
- whether the next step was sufficiently clear; and
- what should be improved during the next call.

CREATING A PROFESSIONAL TELESALES VOICE

Tone

Should communicate confidence, interest, attentiveness, and respect.

Pace

Should allow the customer to follow the conversation without making the call feel slow or rehearsed.

Volume

Should be audible without sounding aggressive.

Clarity

Names, numbers, prices, dates, terms, and next steps must be understandable.

Energy

Should be appropriate to the offer and customer. Forced enthusiasm may reduce credibility.

Conversational Delivery

Scripts should guide the representative without making the conversation sound memorized.

SCRIPT VERSUS CONVERSATION

A telesales script can help employees remember:

- The opening;
- value proposition;
- essential discovery questions;

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- qualification requirements;
- common objections;
- approved claims;
- price conditions;
- required disclosures;
- closing options; and
- escalation boundaries.

However, the script should not prevent the representative from listening and responding naturally. A useful telesales guide is closer to a **conversation map** than a speech to be read word for word.

COMMON TELESALES OBJECTIONS

“I’m Not Interested.”

Possible considerations:

- The value was not relevant;
- the timing is poor;
- the customer does not understand the offer;
- the contact is not the right person;
- there is no genuine need; or
- the prospect wants to end the interruption quickly.

“We Don’t Have the Budget.”

Clarify:

- Whether no budget exists;
- the investment exceeds the available amount;
- another priority has greater importance;
- the value has not been established;
- a different timing is required; or
- the contact lacks financial authority.

“Send Me Information.”

Determine:

- What information is needed;
- what question it should answer;
- who will review it;
- when it will be reviewed; and
- when the follow-up should occur.

“We Already Have a Supplier.”

Explore:

- What is working well;
- whether any gaps remain;
- whether alternatives are reviewed;
- when the agreement is renewed; and
- whether a backup or complementary solution may be useful.

“I Need to Think About It.”

Clarify:

- Which aspect requires consideration;
- what information is missing;
- what risk or concern remains;
- who else should be involved; and
- when the customer expects to decide.

“Your Price Is Too High.”

Examine:

- Comparison basis;
- perceived value;
- budget;
- total cost;
- scope;
- risk;
- expected return; and
- available alternatives.

Price should not automatically be answered with a discount.

CLOSING WITHOUT UNNECESSARY PRESSURE

Ethical closing helps the customer make a clear decision.

It does not involve:

- Concealing information;
- creating false urgency;
- inventing scarcity;
- misrepresenting competitors;
- implying guaranteed outcomes;
- repeatedly ignoring a refusal;
- manipulating fear;
- enrolling customers without clear agreement; or

- obtaining a commitment the customer does not understand.

A close is appropriate when:

- The need has been clarified;
- the proposed solution is relevant;
- important questions have been addressed;
- decision requirements are sufficiently understood; and
- the customer is ready for the proposed next step.

PHILIPPINE DATA PRIVACY AND DIRECT-MARKETING CONTEXT

The Philippine Data Privacy Act defines **direct marketing** as communication, by any means, of advertising or marketing material directed to particular individuals. Organizations conducting prospecting and telesales must therefore consider how personal information was obtained, the declared purpose of processing, the applicable lawful basis, transparency requirements, data-security practices, and the individual's data-subject rights.

The National Privacy Commission states that individuals have the right to object to processing of their personal data for direct marketing. When consent is used as the basis, it must be specific and freely given, and individuals must receive appropriate information regarding the processing of their data.

Accordingly, telesales employees should follow the organization's approved procedures concerning:

- Lead sourcing;
- privacy notices;
- consent or other authorized processing bases;
- identity and company disclosure;
- call purpose;
- customer preferences;
- opt-out or objection requests;
- contact-list suppression;
- call recordings;
- CRM documentation;
- access controls;
- data retention;
- data correction; and
- information security.

This training provides general behavioral awareness. It does not substitute for legal advice, a privacy compliance review, or organization-specific guidance from the Data Protection Officer or qualified counsel.

ONE-DAY TELESales TRAINING OUTLINE

Time	Modules and Essential Topics	Major Activity and Participant Output
8:00 AM–10:00 AM	MODULE 1: PREPARE TO CONVERT—BUILDING THE RIGHT TELESales FOUNDATION 1. Understanding Modern Telesales • Inbound, outbound, warm, cold, B2B, B2C, renewal, cross-selling, and upselling calls • Selling through conversations rather than scripts alone 2. The Professional Telesales Mindset • Customer respect, curiosity, resilience, relevance, ethics, and accountability • Managing rejection without losing confidence or professionalism 3. Preparing Before the Call • Prospect information, call objective, possible need, questions, offer, evidence, and next-step options • Defining what success means for each call 4. Developing the Professional Telesales Voice • Tone, pace, volume, clarity, confidence, energy, and conversational delivery • Eliminating nervous, apologetic, mechanical, or aggressive speech 5. Introducing the MSS C.O.N.V.E.R.T. Framework • Clarify, Open, Navigate, Value-Link, Explore, Request, and Track • Connecting each stage with the complete sales process	Major Activity: Telesales Call Preparation and Opening Laboratory — Participants analyze a target prospect, establish a call objective, develop a relevant reason for calling, and practice concise permission-based openings using different lead situations. Major Output: Telesales Call Preparation and Opening Planner
10:00 AM–10:15 AM	MORNING BREAK	

Time	Modules and Essential Topics	Major Activity and Participant Output
10:15 AM–12:00 NN	MODULE 2: DISCOVER BEFORE YOU PRESENT—UNDERSTANDING AND QUALIFYING THE CUSTOMER 1. Creating a Two-Way Sales Conversation - Balancing questions, listening, explanation, and recommendation - Preventing premature pitching 2. Asking Purposeful Discovery Questions - Situation, problem, consequence, priority, criteria, and commitment questions - Open, closed, probing, clarifying, and confirming questions 3. Listening for More Than Words - Needs, emotion, urgency, hesitation, assumptions, and buying signals - Paraphrasing, summarizing, and note-taking 4. Qualifying the Opportunity - Customer fit, need, decision process, authority, resources, timing, urgency, and barriers - Knowing when to advance, nurture, refer, or disqualify 5. Transitioning from Discovery to Recommendation - Summarizing the customer's situation - Gaining agreement before presenting the solution	Major Activity: Discovery and Qualification Call Simulation — Participants rotate through salesperson, prospect, and observer roles while conducting a structured needs conversation and determining whether the opportunity should move forward. Major Output: Customer Discovery and Opportunity Qualification Map
12:00 NN–1:00 PM	LUNCH BREAK	
1:00 PM–3:00 PM	MODULE 3: SELL THE VALUE—PRESENTING SOLUTIONS AND HANDLING OBJECTIONS	Major Activity: Value Presentation and Objection-Handling Challenge — Participants present a solution based on a customer case and respond to increasingly

Time	Modules and Essential Topics	Major Activity and Participant Output
	1. From Features to Customer Value • Feature, advantage, benefit, evidence, and customer-specific value • Avoiding information overload 2. Structuring the Telephone Sales Presentation • Customer situation, recommendation, value, evidence, terms, and confirmation • Adapting the presentation to different decision criteria 3. Recognizing Types of Resistance • Genuine objection, misunderstanding, delay, condition, negotiation, and disqualification • The first statement versus the real concern 4. Exploring and Resolving Objections • Listen, acknowledge, clarify, confirm, respond, and check • Price, need, timing, authority, trust, competition, and risk 5. Preserving Value and Credibility • Avoiding immediate discounting, argument, overpromising, and manipulation • Knowing when to offer alternatives or escalate	complex objections while maintaining value, respect, and conversational control. Major Output: Customer Value and Objection-Response Playbook
3:00 PM–3:15 PM	AFTERNOON BREAK	
3:15 PM–5:00 PM	MODULE 4: ASK FOR THE BUSINESS—CLOSING, FOLLOWING THROUGH, AND IMPROVING RESULTS 1. Recognizing Readiness and Buying Signals • Questions, agreement, clarification, comparison, urgency, and implementation interest	Major Activity: Complete C.O.N.V.E.R.T. Telesales Simulation — Participants conduct an end-to-end sales call from opening through discovery, value presentation, objection handling, closing, documentation, and follow-up planning.

Time	Modules and Essential Topics	Major Activity and Participant Output
	- Avoiding premature or delayed closing 2. Requesting the Appropriate Commitment - Meeting, demonstration, quotation, trial, documentation, order, payment, or decision - Direct, alternative, summary, and next-step closing approaches 3. Confirming the Agreement - Scope, price, responsibilities, documents, dates, conditions, and communication channels - Preventing ambiguous follow-up arrangements 4. Tracking and Following Through - CRM notes, requested materials, next actions, customer preferences, and scheduled contact - Protecting personal information and respecting direct-marketing objections 5. Improving Telesales Performance - Call quality, conversion stages, activity, qualification, follow-up, and coaching - Learning from successful, unsuccessful, and incomplete calls	Major Output: C.O.N.V.E.R.T. Call Assessment and 30-, 60-, or 90-Day Telesales Improvement Plan
5:00 PM	PROGRAM CLOSING	Learning synthesis, commitments, evaluation, and recommended next steps

MAJOR PARTICIPANT OUTPUTS

Participants are expected to complete:

- Telesales Call Preparation and Opening Planner;**
- Customer Discovery and Opportunity Qualification Map;**
- Customer Value and Objection-Response Playbook;** and
- C.O.N.V.E.R.T. Call Assessment and 30-, 60-, or 90-Day Telesales Improvement Plan.**

SAMPLE TELESales SITUATIONS

Activities may be customized around situations such as:

- Calling a new business prospect;
- following up on a website inquiry;
- converting an inbound product inquiry;
- setting an appointment with a decision-maker;
- following up on a quotation;
- reactivating an inactive customer;
- renewing a service contract;
- introducing an additional product to an existing account;
- responding to a price objection;
- speaking with a prospect satisfied with an existing supplier;
- handling a person who says they are too busy;
- reaching an assistant or gatekeeper;
- identifying the correct decision-maker;
- responding to “Send me an email”;
- following up after no reply;
- addressing a previous negative experience;
- presenting a premium option;
- declining an unauthorized discount;
- closing a straightforward purchase;
- securing a meeting for a complex B2B solution;
- disqualifying an unsuitable lead respectfully; or
- honoring a request not to receive further marketing calls.

TRAINING METHODS

The program follows MSS Corporation’s **EnterTRAINment** training-design standard:

- Approximately **30% concise trainer input, demonstration, facilitated discussion, and synthesis**; and
- Approximately **70% call preparation, questioning practice, discovery simulation, value presentation, objection handling, closing, feedback, and workplace application**.

Methods may include:

- Telesales mindset assessment;
- call-opening improvement;
- voice exercises;
- prospect-research challenges;
- questioning drills;
- active-listening exercises;
- qualification cases;

- feature-to-value conversion;
- objection-classification activities;
- rapid objection-response practice;
- closing simulations;
- CRM documentation exercises;
- recorded or live call review where authorized;
- peer and facilitator feedback; and
- performance-improvement planning.

Participants should use hypothetical or properly anonymized customer information during the training.

TARGET PARTICIPANTS

This **Telesales Training in the Philippines** is recommended for:

- Telesales representatives;
- telephone sales agents;
- inside-sales representatives;
- sales development representatives;
- business-development representatives;
- outbound call-center agents;
- inbound sales agents;
- contact-center employees;
- customer-service representatives with sales responsibilities;
- appointment setters;
- lead-generation personnel;
- account executives;
- account managers;
- insurance and financial-services representatives;
- real-estate sales personnel;
- dealership sales representatives;
- membership and subscription sales teams;
- collection personnel with approved cross-selling responsibilities;
- branch sales employees;
- entrepreneurs and business owners;
- sales supervisors and team leaders; and
- employees expected to generate or advance sales opportunities through telephone calls.

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RECOMMENDED NUMBER OF PARTICIPANTS

A class size of approximately **12 to 20 participants** is recommended for repeated sales-call simulations, individual feedback, coaching, and observer-guided assessment.

Groups of up to approximately 25 participants may be accommodated through team-based practice, additional facilitators, structured breakout arrangements, or recorded activities.

DELIVERY OPTIONS

The program may be delivered through:

- Face-to-face in-house training;
- offsite corporate training;
- live virtual instructor-led training;
- hybrid training;
- public seminar;
- sales onboarding;
- contact-center academy;
- sales-performance improvement program;
- product-launch preparation;
- account-reactivation campaign;
- lead-conversion workshop; or
- customized training-and-consultancy engagement.

AVAILABLE PROGRAM FORMATS

Half-Day Telesales Fundamentals

Recommended for professional voice, call preparation, openings, basic discovery, value communication, objection handling, and closing.

The half-day version contains exactly two modules.

One-Day Telesales Training

Recommended for complete C.O.N.V.E.R.T. call-flow practice, discovery, qualification, value presentation, objection handling, closing, documentation, and action planning.

Two-Day Consultative Telesales Workshop

Recommended when the organization requires:

- More intensive call preparation;
- repeated discovery practice;

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- complex qualification;
- multiple products or customer segments;
- deeper objection handling;
- negotiation scenarios;
- extensive closing practice;
- recorded-call review;
- CRM application; and
- individualized facilitator coaching.

Separate Representative and Supervisor Sessions

The representative program focuses on telesales execution.

The supervisor program may include:

- Call observation;
- coaching;
- performance diagnosis;
- call-quality scorecards;
- calibration;
- objection trend analysis;
- conversion-stage analysis;
- pipeline review;
- role-play facilitation; and
- reinforcement planning.

Telesales Performance Learning Journey

May include:

- Pre-training call assessment;
- core telesales workshop;
- customer and product playbook development;
- live call clinics;
- individual coaching;
- supervisor coaching tools;
- call-quality monitoring;
- objection-library development;
- CRM discipline;
- conversion review;
- refresher sessions; and
- post-program recommendations.

CUSTOMIZATION OPTIONS

This **Training on Telephone Sales in the Philippines** may be customized using:

- The organization's products and services;
- target customers;
- market segments;
- buyer roles;
- lead sources;
- inbound and outbound call types;
- sales cycle;
- product features and benefits;
- value proposition;
- pricing and payment terms;
- qualification criteria;
- approved scripts;
- objection library;
- competitor information;
- closing options;
- discount and authority limits;
- CRM;
- sales reports;
- direct-marketing procedures;
- privacy notice;
- opt-out process;
- call-recording policy;
- performance scorecard;
- actual anonymized calls; and
- recurring conversion barriers.

All product claims, commitments, pricing, scripts, compliance instructions, and customer-data procedures should be validated by the client before delivery.

POSSIBLE TELESales PERFORMANCE MEASURES

Measures should be interpreted together rather than in isolation.

Possible indicators include:

- Calls attempted;
- contacts reached;
- meaningful conversations;
- appointments scheduled;

- qualified opportunities;
- quotations requested;
- proposals advanced;
- sales closed;
- revenue;
- average order value;
- conversion rate by stage;
- follow-up completion;
- CRM-record quality;
- sales-cycle duration;
- customer retention;
- cross-sell or upsell results;
- call-quality scores;
- objection trends;
- cancellation or reversal rates;
- complaints;
- opt-out compliance; and
- coaching improvement.

High call volume does not automatically mean high productivity. Poor targeting and weak discovery may generate activity without meaningful opportunities.

PROFESSIONAL, ETHICAL, AND LEGAL BOUNDARIES

This program develops general telesales capability. It does not provide:

- Legal advice;
- a data privacy compliance audit;
- financial-product licensing;
- insurance licensing;
- securities-selling authorization;
- complete product certification;
- regulatory approval;
- debt-collection certification;
- call-recording legal assessment;
- automated-dialer configuration;
- CRM implementation;
- guaranteed conversion rates; or
- guaranteed sales revenue.

Employees must receive organization-specific guidance regarding:

- Approved lead sources;
- customer consent or lawful processing basis;

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- privacy notices;
- opt-out and objection requests;
- restricted products;
- mandatory disclosures;
- pricing;
- promotions;
- warranties;
- contracts;
- sales claims;
- discount authority;
- call recording;
- data retention;
- payment security;
- consumer complaints; and
- escalation.

Sales performance depends on factors beyond training, including product-market fit, pricing, lead quality, brand reputation, management, systems, incentives, customer demand, competition, and operational delivery.

FREQUENTLY ASKED QUESTIONS

What is Telesales Training in the Philippines?

Telesales Training in the Philippines is a sales-development program that teaches participants how to create, qualify, advance, and close sales opportunities through professional telephone conversations.

It may cover preparation, prospecting, call openings, discovery, qualification, value presentation, objections, closing, CRM documentation, follow-up, and responsible direct marketing.

What is Training on Telesales in the Philippines?

Training on Telesales in the Philippines develops practical telephone-sales competencies for inbound and outbound representatives, contact-center agents, business-development personnel, account managers, and employees who sell through voice calls.

What is Telephone Sales Training in the Philippines?

Telephone Sales Training in the Philippines is another term for telesales training. It focuses on selling products or services when the salesperson and customer are communicating primarily by telephone.

What is Phone Sales Training in the Philippines?

Phone Sales Training in the Philippines prepares employees to use landlines, mobile phones, softphones, internet-based calling platforms, or contact-center systems for sales conversations.

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What is Selling on the Telephone Training in the Philippines?

Selling on the Telephone Training in the Philippines teaches participants how to establish relevance, understand customer needs, present value, answer concerns, request commitment, and follow through without relying on face-to-face interaction.

What is Sales via Telephone Training in the Philippines?

Sales via Telephone Training in the Philippines refers to capability-building for organizations that generate leads, arrange appointments, convert inquiries, renew accounts, cross-sell, upsell, or close transactions through telephone calls.

Is telesales the same as telemarketing?

The terms are sometimes used interchangeably.

Telemarketing may include awareness, lead generation, surveys, appointment setting, and qualification. Telesales more directly aims to advance or complete a sales opportunity.

Is telesales the same as cold calling?

No.

Cold calling is one type of outbound telesales. Telesales may also involve warm leads, website inquiries, referrals, existing accounts, renewals, quotation follow-up, and inbound customers.

Does the training teach scripts?

Yes. Participants may develop approved openings, discovery questions, value statements, objection responses, closing language, and follow-up templates.

The program treats scripts as flexible conversation guides rather than statements to be read mechanically.

Does the program cover inbound sales calls?

Yes.

Inbound customers may still require discovery, qualification, product matching, value communication, objection handling, and closing.

Does the program cover outbound prospecting?

Yes.

Participants learn how to prepare, establish relevance, request permission, conduct discovery, respond to resistance, and agree on appropriate next steps.

Does the training include cold calling?

Cold-calling applications may be included according to the client's sales model, lead sources, privacy procedures, and approved scripts.

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Does the program teach objection handling?

Yes.

Participants practice clarifying and responding to concerns involving price, need, timing, decision authority, trust, competition, risk, and previous experience.

Should salespeople memorize rebuttals?

They should prepare for recurring concerns, but an objection response should not be delivered automatically. The representative must first understand what the customer actually means.

Does telesales require aggressive selling?

No.

Effective telesales should be confident and purposeful but not deceptive, manipulative, disrespectful, or unnecessarily forceful.

Does customer rejection mean the call failed?

Not always.

A call may still produce useful qualification, timing information, decision criteria, referral information, or a respectful disqualification that prevents wasted effort.

Should every call end with a sale?

No.

The correct commitment depends on the sales cycle. A complex B2B offering may require a discovery meeting or proposal, while a straightforward consumer product may be purchased during the first call.

Can employees offer discounts to overcome objections?

Only within approved organizational authority and when a discount is appropriate.

Employees should first determine whether the objection genuinely concerns affordability, value, scope, timing, payment arrangements, or another issue.

Does the program cover closing?

Yes.

Participants practice asking for an appropriate decision or next action, confirming responsibilities and dates, and avoiding vague follow-up arrangements.

Does the training include data privacy?

The program includes general awareness of responsible direct marketing, customer-data handling, transparency, and the right to object.

Client-specific legal and privacy procedures should be provided by the organization's Data Protection Officer or qualified adviser.

Can the program use our actual sales calls?

Yes.

Authorized and anonymized recordings, transcripts, CRM notes, objection trends, and sales situations may be integrated into the training.

Can the training be delivered virtually?

Yes.

Virtual delivery may use breakout-room call simulations, role rotation, digital call planners, observer scorecards, CRM exercises, and facilitated feedback.

Is one day enough for Telesales Training?

One day is sufficient for learning and practicing the complete C.O.N.V.E.R.T. process.

A two-day workshop or learning journey is recommended for repeated call practice, recorded-call feedback, product-specific scripts, individual coaching, and supervisor reinforcement.

How can telesales improvement be measured?

Possible measures include:

- Improved call-quality scores;
- better discovery and qualification;
- increased meaningful conversations;
- more appointments or qualified opportunities;
- stronger quotation-to-sale conversion;
- improved follow-up completion;
- more accurate CRM records;
- reduced unnecessary discounting;
- lower complaint rates; and
- achievement of participants' sales action plans.

RELATED MSS CORPORATION TRAINING PROGRAMS

Organizations considering this program may also explore:

- Telephone Etiquette Training in the Philippines;
- Modern Sales Mindset Training;
- Consultative Selling Training;
- Sales Prospecting Training;
- Cold Calling Training;

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- Sales Communication Skills;
- Sales Negotiation Training;
- Objection Handling and Closing Training;
- Customer Needs Analysis;
- Key Account Management;
- Customer Service Excellence;
- Handling Difficult and Irrate Customers;
- Business Writing for Sales;
- Social Selling Training;
- Lead Generation Training;
- CRM Discipline and Pipeline Management;
- Sales Coaching for Supervisors;
- Call Quality Assurance Training; and
- Sales Leadership Training.

WHY CHOOSE MSS CORPORATION FOR TELESales TRAINING IN THE PHILIPPINES?

End-to-End Telesales Process

The program covers preparation, opening, discovery, qualification, value communication, objection handling, closing, documentation, and follow-through.

Consultative Rather Than Script-Dependent

Participants learn to understand the customer and adapt the conversation instead of delivering one generic pitch.

Practical MSS C.O.N.V.E.R.T. Framework

The framework gives employees and supervisors a shared language for executing, observing, and coaching sales calls.

Balanced Sales Results and Customer Respect

Participants pursue appropriate commercial commitments without relying on misleading claims, false urgency, or unnecessary pressure.

Strong Discovery and Qualification

The program helps representatives avoid wasting time presenting unsuitable solutions to poorly qualified prospects.

Value-Based Selling

Participants learn how to connect features with the customer's priorities, outcomes, risks, and business value.

Realistic Objection Practice

Representatives explore concerns before answering and practice responses that preserve both credibility and value.

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Tangible Participant Outputs

Each module produces a practical tool that can support post-training sales calls and coaching.

EnterTRAINment Methodology

Participants repeatedly prepare, speak, listen, question, present, handle objections, close, receive feedback, and apply the learning.

Customized to the Client's Sales Environment

The training may incorporate actual products, customers, lead sources, prices, scripts, objections, CRM requirements, and performance measures.

Training and Consultancy Capability

MSS Corporation may support clients through telesales training, call-script development, objection playbooks, call-quality scorecards, sales coaching, CRM standards, and post-training reinforcement.

CALL TO ACTION**Turn More Telephone Conversations into Qualified Opportunities and Customer Commitments**

Equip your salespeople to prepare properly, open calls with relevance, understand customer needs, communicate value, handle objections professionally, ask confidently for commitment, and follow through consistently.

Partner with MSS Corporation for a customized:

- **Telesales Training in the Philippines**
- **Training on Telesales in the Philippines**
- **Telephone Sales Training in the Philippines**
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- **Selling on the Telephone Training in the Philippines**
- **Training on Selling on the Telephone in the Philippines**
- **Selling Over the Telephone Training in the Philippines**
- **Training on Selling Over the Telephone in the Philippines**
- **Sales via Telephone Training in the Philippines**
- **Training on Sales via Telephone in the Philippines**
- **Sales via Phone Training in the Philippines**
- **Training on Sales via Phone in the Philippines**

designed around your salespeople, target customers, sales process, products, services, call environment, and performance priorities.

With MSS, We Make Strong Success.

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