



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Inside Sales and Telesales Performance

2 day course

Classroom, online or in-house

Course overview

Selling by phone and video removes almost everything a salesperson normally relies on, leaving the first fifteen seconds and whether the other person believes the call is worth their time. This course rebuilds the discipline around that constraint. Delegates work through call preparation and the research that changes an opening, and openings that earn a conversation rather than trigger a brush off. Questioning and listening without visual feedback are practised. Handling the common brush offs is covered as a set of responses to rehearse rather than improvise. Managing a call list, call volume and the arithmetic that connects activity to results follows. Follow up sequences across call, email and message are addressed, including how many attempts are reasonable. Recording outcomes accurately in the system is covered. The course closes on resilience through rejection and on measuring quality rather than only dials.

What you will learn

- Prepare a call so the opening is specific to the person
- Open in a way that earns a conversation
- Question and listen effectively without visual feedback
- Handle common brush offs with rehearsed responses
- Connect call activity to results through simple arithmetic
- Run follow up sequences across call, email and message
- Record outcomes accurately and measure quality rather than dials

Who should attend

- Inside sales and telesales agents
- Customer service staff with a sales responsibility
- Lead generation and appointment setting teams
- Contact centre team leaders and supervisors
- Field sales professionals now selling remotely

Course outline

- 01 Fifteen seconds and nothing else
- 02 Call preparation and research
- 03 Openings that earn a conversation
- 04 Questioning and listening by phone
- 05 Brush offs and rehearsed responses
- 06 Call volume and the activity arithmetic
- 07 Follow up sequences and attempt limits
- 08 Recording outcomes, resilience and quality measures

Upcoming dates



Dates	Venue	Format	Fee per delegate
30 September to 1 October 2026	Nairobi, Kenya	Classroom	USD 795
9 to 10 December 2026	Durban, South Africa	Classroom	R11,950
31 December 2026 to 1 January 2027	Kigali, Rwanda	Classroom	USD 795
5 to 6 January 2027	Kampala, Uganda	Classroom	USD 795

Fees and how to register

This 2 day course is **R6,500** per delegate online, **R11,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 795** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriScience.co.za, or WhatsApp us on **+27 63 479 1136**.

AfriScience Group | +27 61 536 6531 | info@afriScience.co.za | Pretoria, Gauteng, South Africa