

FOR TELEMARKETING TEAMS, SALES LEADERS AND DISTRIBUTION MANAGERS

Telemarketing Excellence with AI Sales Coaching

**PRACTICE
COACHING
CONVERSION****3-DAY COURSE**

Build confidence. Improve conversations. Lift conversion.

CLASSROOM | ONLINE | BLENDED

Practical telemarketing capability with AI-supported coaching.

A workplace-focused programme for outbound telemarketers who need to conduct confident, compliant and customer-centred conversations. The course combines product confidence, communication, sales structure, objection handling, ethical closing and deliberate practice using an AI Sales Coach.

WHAT PARTICIPANTS WILL COVER

Professional opening & discovery

Build strong openings, rapport, questioning, active listening and disciplined discovery of customer needs.

Solution conversations

Present relevant benefits clearly, connect needs to solutions and maintain a natural customer-focused conversation.

Objection handling, close & compliance

Handle concerns professionally, recognise buying signals, close ethically and operate within approved compliance boundaries.

AI Sales Coach & deliberate practice

Use realistic voice role-play, challenging objections and structured feedback to practise repeatedly until performance improves.

Practical learning with optional tools and take-away resources.

Applied sales learning

Grounded in real telemarketing practice, call disciplines, communication skills and practical conversion improvement.

Optional AI Sales Coach

Optional access to the AI Sales Coach for realistic voice role-play, repeat practice and structured verbal and written feedback.

Downloads & workplace tools

Comprehensive guides, checklists, objection resources, prompt libraries, performance trackers and support documents for daily use.



Let's discuss your telemarketing learning priorities.

The programme can be tailored to your products, customer segments, compliance rules and sales environment.

Start a conversation ->admin@shoreline-asia.com