

## UK's first telesales course launched for agents

Professional large provider **Direct Sales Accreditation (DSA)** has launched Britain's first ever accredited qualification for advanced telephone marketing, telephone sales and customer service.

The course claims to help companies build rapport with customers in under 60 seconds. DSA has gained NCFE accreditation for the Level 5 Diploma, entitled **Advanced Telephone Skills**. The diploma is the brainchild of Bournemouth-based DSA's head of training **Simon Bell**. He says: "We're trying to change

the way that companies look at customers and their relationship with their telephone agents. The diploma will also help companies to attract and retain high quality telephone agents.

"The course could change telephone marketing because we can measure emotional involvement between telephone agents and their customers.

Our formula increases the confidence of telephone agents and their willingness to engage with customers – improving conversion rates, increasing productivity and

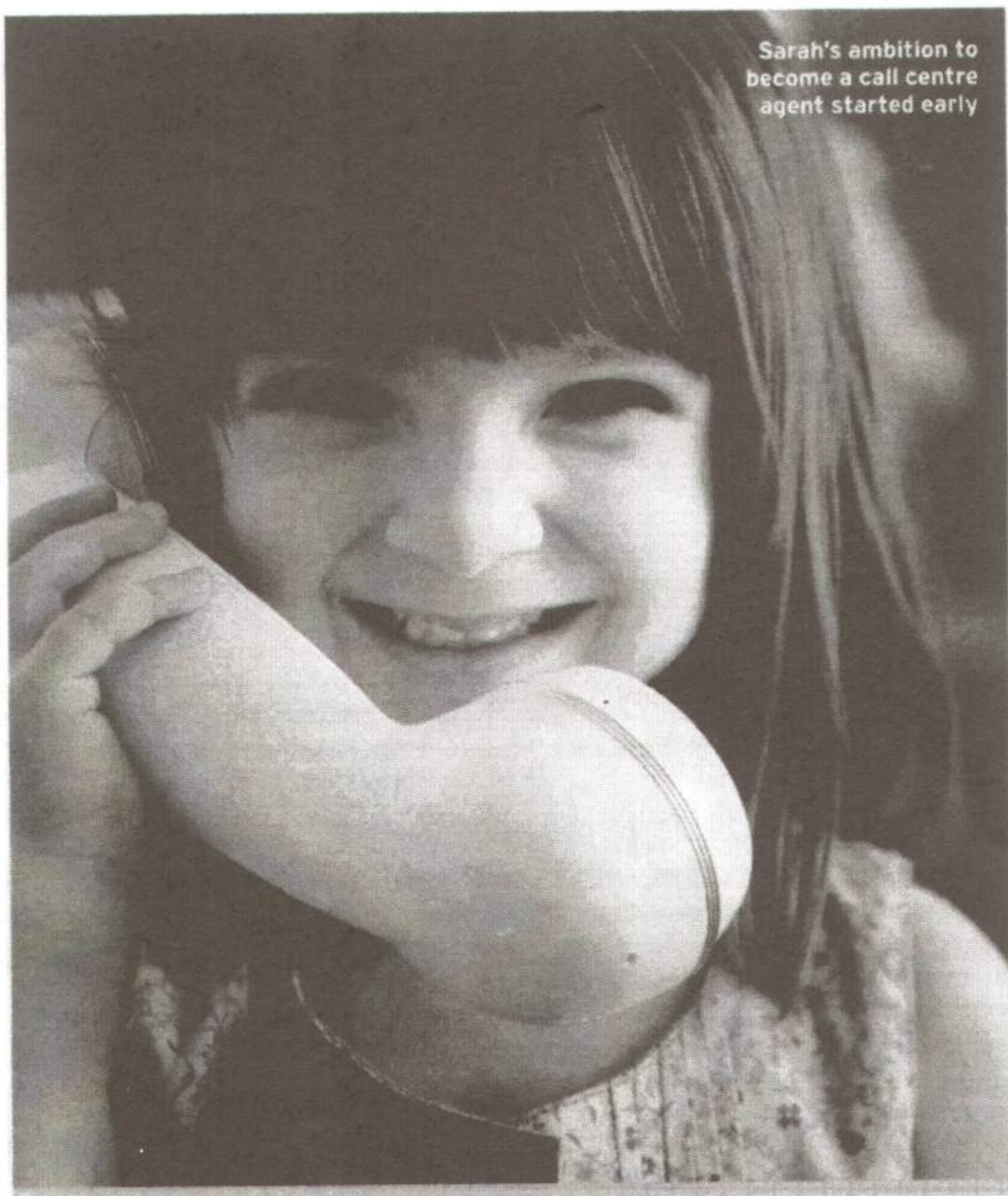
introducing the concept of customer loyalty in the limited timeframe of a telephone call."

The course has been designed to help telephone agents better understand not just their customers but also themselves, in what the company says is fast becoming a new career choice for professionals. The diploma involves 100 days of study over five months. Ninety five per cent of this is work-based, avoiding disruption and increasing the direct relevance of the training, with the remaining five per cent taking place in a tutorial environment.

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**Sarah's ambition to become a call centre agent started early**