

# **How To Generate At Least 3 Extra Phone Appointments Per Week!**

***A Free Report From Paul Castain***

## Uno Momento Dude . . .

Before we begin, I need you to promise me something and it's something I make all my clients promise me as well.

I need you to promise me that you won't blow off the idea I'm about to give you because of it's simplicity.

What I'm about to share with you is so simple and unsophisticated that you might just set it aside and return to some unproductive quest to find . . .

## THE BIG ANSWER!

Well good luck with that one!

Meanwhile, I have a ridiculously easy way for you to generate at least, 3 extra phone appointments per week.

I say "at least" because you can easily do more (I've personally generated 10-15 per week this way but I'm nutty like that) You can easily do less if for some reason you don't see the value in 3+ or you're just too lazy to put in the work!

# Here's The Ridiculously Easy Idea . . .

Turn To Your Social Network . . .

Using This Step by Step Process!

**Time Out!**



Most people screw up royally when it comes to their social networks!

They either connect with someone and launch right into a “Hi. We don’t know each other but . . . will you marry me?” or . . .

They collect a whole bunch of phone numbers and never have a first date!

Either way, we’re talking huge mistake folks . . . There’s a goldmine within your network and its time to learn how to begin a really cool courtship!

# Here's How You Do It . . .

**Step # 1: Pick At Least 3 Or More People You Want To Reach Out To Each Week!**

**Step # 2: Reach Out To Them (Via A Social Network) And “Get Embarrassed”!**

That wasn't a typo. I really want you to “get embarrassed” as in . . .

*Dear Marc,*

*I hope all is well and you are conquering the world at ABC Widgets.*

*I have to admit that I'm rather embarrassed that I haven't reached out to you sooner and was hoping that you and I could have a brief phone chat next week.*

*There's no hidden agenda or sales pitch . . . I'd just like an opportunity to find out more about what you do and of course, get to know you better.*

*How's your schedule for Monday at 10:00 am or Thursday at 3:30 pm EST?*

*Paul*

That's it!

Short, sweet and really frikin simple!

So let's think positively and assume that Marc thinks this is a mighty cool idea. That would bring us to . . .

**Step # 3 Do This At Least 2 More Times With Others From Your Network!**

**Time Out!**



I know what some of you are thinking . . . “Is this really a high quality phone appointment?” The answer is both “Yes” and “NO”

**Here's how it can be a total waste of your time . . .**

If you are connected to people who have nothing to do with the verticals you are targeting. Reason # 1 000 why you don't go into social networking to “collect” a crap load of followers!

This next thought is so important, that I'm going into **ALL CAPS BOLD MODE**

**IT WILL BE THE LOWEST OF LOW LEVEL APPOINTMENTS IF YOU TURN IT INTO A GLORIFIED INFOMERCIAL AND TRY TO SELL ON THIS CALL!**

## **DON'T EVEN THINK ABOUT SELLING ON A CALL LIKE THIS!**

This is a “getting to know you” type of a call or a “date” in a series of several “dates” comprising a “courtship” . . .

THIS ISN'T THE PROPOSAL AND JUST TO BEAT UP THE POINT FURTHER . . .

## **IT ISN'T A ONE NIGHT STAND!**

So how is this a high quality call?

Because if you've connected with the right people and you actually connect with them “live” as in “off your computer screen”

It can lead to something!

One other thing . . .

If you're like most sales people, you believe that you have a higher probability of closing someone once you “get in front of them”.

This can be the start of it . . . If you do it properly!

## **I Usually Charge For This Next Part But What The Heck . . .**

### **Step # 4: Plan Meticulously For This Call . . .**

**Like you would for an actual appointment.**

If you buy into the old “You never get a second chance to make a first impression” thing then you gotta plan and prepare dude!

Visit their profile and look at the following:

Their current position and background.

Visit their company website

Visit Their Blog

**Time Out!**



Blogs can offer you some incredible information about your contact and/or their company.

They can allow you to “get inside someone’s head” and understand how they think, what they value and even what irritates them!

Visit the other social networking venues they frequent to look at things that have been on their mind.

Don't stop there!

"Google" both my contact and their company?

Before we continue I need to tell you about two really bad Google mistakes people regularly make!

The first mistake is that **They Rely Exclusively On Google For All Searches!**

Google is a great search engine! It just isn't as thorough as I'd like it to be when it comes to seeing what's out there social media wise.

That's why I use [socialmention.com](http://socialmention.com) which is a search engine that searches for activity on Facebook, Twitter, blogs etc.

That brings us to the second Google Mistake . . .

Dismissing things that aren't business related.

**Please riddle me this . . .**

If everyone's favorite subject is them and not you, why wouldn't you look for things to help them talk about . . . wait for it . . . wait for it . . .

**Them!**



Once you've done your homework, jot down questions and discussion points based on your connection's favorite topic . . . **THEM!**

By the way, do you get a sense that I'm trying to drive this point home that its not about you?

That brings us to a radical networking concept I've been teaching for years.

Did you ever notice that when you network, it seems like you're trying to tell the other party about your company and meanwhile they're trying to tell you about their company?

Sometimes it can become a bit of a competition to get a word in edgewise!

## **That's why you don't go there!**

Make this call about **THEM** and guess what?

Once they get what they have to say out there, they'll be ready to hear you and . . .

**They'll think you're a brilliant conversationalist! ☺**

***But what if I don't get a chance to tell them about my company?***

That's when you reflect back on that "courtship" thing I mentioned before.

## **Patience Grasshopper!**

Meanwhile . . .

Let's get back to this "Getting To Know You Call" thing!

So hopefully visiting their profile, other social networking platforms, Google, socialmention.com, their company etc has given you some good fodder for conversation.

Some other things to consider in no particular order.

Remember that crazy concept I keep force feeding you . . .

***Everyone has a story and wants to be heard!***

In order to truly hear someone . . . you have to care enough to listen.

So . . .

## Don't be so quick to race to your next question!

Encourage the other person to continue or expand on their thoughts by asking lots of follow up questions such as . . .

*Tell me more about that*

*Can you give me an example?*

*I really like that . . . can you expand upon that?*

Additionally . . . you should ask them what an ideal client or connection would look like for them.

Now don't ask them this question for this but how cool would it be if they returned fire by asking you the same question too?

The final thing is absolutely lethal and I call it . . .

# Resource Positioning

“Resource Positioning” is a cool concept I teach to remind you to . . .

## Always position yourself as a resource!

Here’s how you do it . . .

At the end of your call, open the door for your contact to reach out to you . . . if they ever have questions or if you can help in any way!

Here’s how I do it . . .

*Marc, before you go, I want to invite you to consider me a resource. And not the kind of resource that you have to have your check book handy when you call . . . I’m always happy to help my network!*

This is absolutely lethal for several reasons . . .

- 1) Nobody does this! So right off the bat you’re the dude/dudette who’s different from the rest. Gold star!
- 2) You make it easier for someone to ask for your help because you just removed the barrier of awkwardness.

## Time Out!



I saved the best for last . . . You create opportunities to feed your referral engine with your network!

Let's say that I no sooner get done saying this and my connection asks if I know anyone who sells widgets. I immediately think of Ellen the widget chick I spoke to a few weeks ago and send her info along.

I now score two homeruns . . . One with my contact and the other with Ellen and guess what . . .

I not only get to stand out and increase my value, I've now created a situation where Ellen might be thinking about referring me in the future.

**Final thought . . .** Send off a thank you note (preferably handwritten) after your call. It's the mark of a true social networking Jedi!

**Time Out!**



So what if you follow these steps and you only set up 3 of these per week for the next year? That's at least 150 more phone appointments so . . .

Could your business benefit from 150 more phone appointments over the next year?

## **Hey Sales Managers & VP's Of Sales . . .**

What if you made this a mandatory activity for your sales team?

At a minimum, you would have a sales force with extremely active networks and as a bonus . . .perhaps a few more sales in the process!

**So did you like this free report?**

It's actually one of over 100+ tips I offer in my [online sales training program](#) as well as a modified version of a chapter in my [90 Page Social Networking Playbook](#).

**Here's What I'd Like For You To Do Next . . .**

Stop by and check out the details for my online sales program.

It's an 8 week program (that takes place right on your computer screen) and we marry all these cool new tools with the ancient art of picking up the phone.

I've packed it full of awesome tips with one objective in mind . . .

**To make you lethal!**

**Click Here  
To Learn More!**

That's it for now folks . . .

Thanks for spending some time with me and don't forget to take action and apply what you just learned!

It's worked wonders for me . . . I'm confident it will work for you too!

Please feel free to reach out to me by phone (631) 455-2455 or by email [paul@yoursalesplaybook.com](mailto:paul@yoursalesplaybook.com) if I can be of further help to you and your team!





## Talking about myself in the 3<sup>rd</sup> person . . .

Paul Castain is the Vice President of Rock Star Development for [Castain Training Systems](#) where he works with sales reps, sales leaders and business owners to . . . SELL MORE!

Prior to working for [Castain Training Systems](#), Paul was the Vice President Of Sales Development for Consolidated Graphics and Director Of Corporate Solutions Sales for Dale Carnegie & Associates.

Over the last 31 years, Paul has trained and mentored over 6,000 sales professionals, written sales training content for several Fortune 500 companies and is the author of [Castain's Sales Playbook](#) and [The Sales Playbook Podcast on I-Tunes](#). He is the creator of the [Linkedin Group Sales Playbook](#) which is an active sales community of over 41,000 members!

He has been featured in Success Magazine and Forbes Magazine