



Phone Sales for Inside and Outside Sales Reps

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The Leadership Institute
Lighting the Way



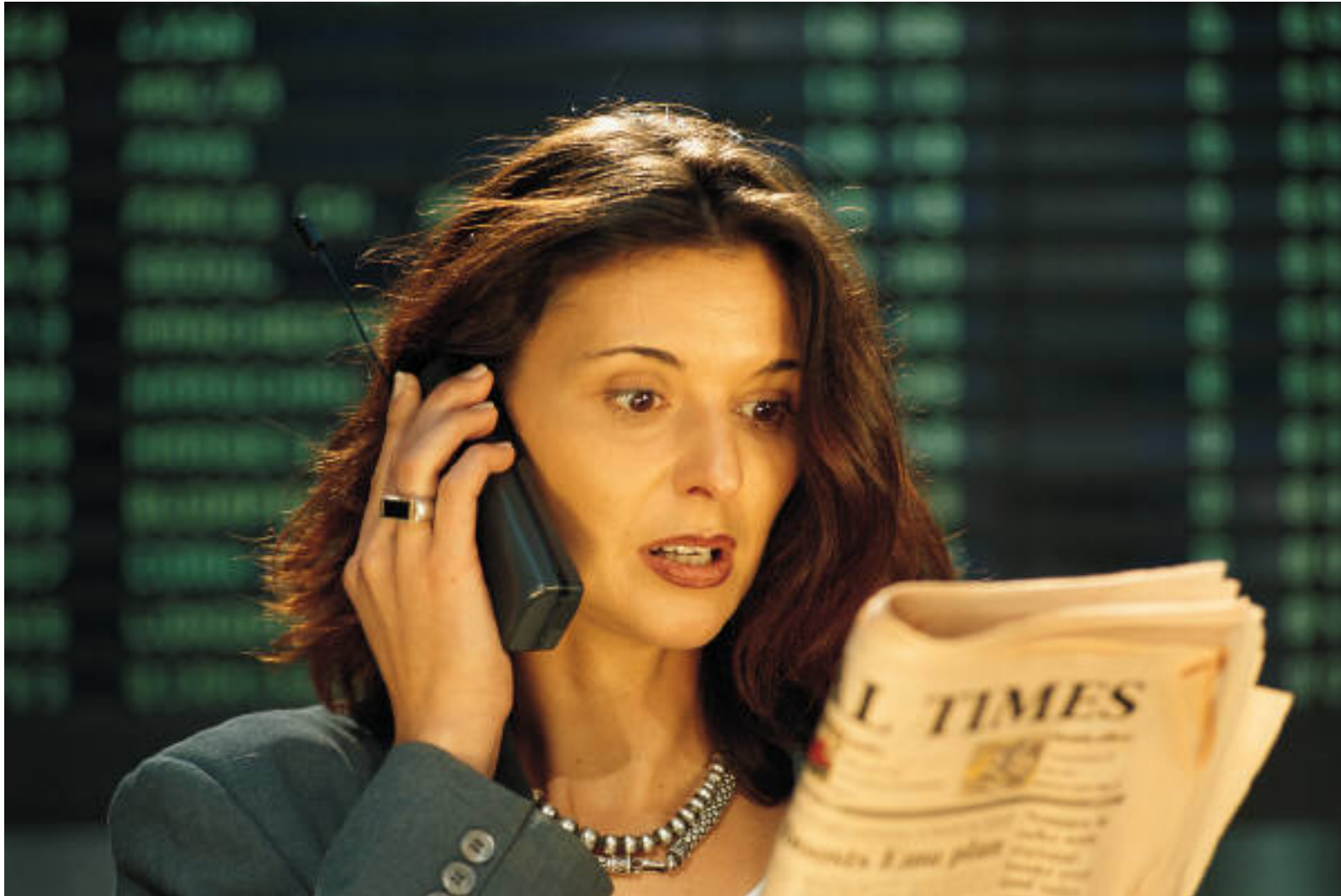
TIPS TO GET YOU MORE BUSINESS & AVOID REJECTION

We're going to travel through **every part** of the professional telesales call, in order, discussing proven tips that can help you right now.



Let's go!

PRE-CALL PLANNING



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1. Have a Primary Objective defined as,

"What do I want them to DO as a result of this call, and what do I want to do?"

2. Prepare questions for your telesales call using your call objective.

Ask yourself,

"How can I persuade them to take this action as a result of asking questions, as opposed to talking?"

PRE-CALL PLANNING

- ▶ 3. Have a Secondary Objective...Pick something you'll have a reasonably good chance to succeed with, such as, **"Getting their agreement they will accept my literature and place it in their 'Backup Vendor' file."**

BEFORE REACHING THE DECISION MAKER



BEFORE REACHING THE DECISION MAKER

- ▶ 1. Treat the **screeners** as you would the customer
- ▶ 2. Gather as much information as you can from whomever you are able, prior to speaking with your prospect; y decision makers get bored when they have to answer your basic qualifying questions.

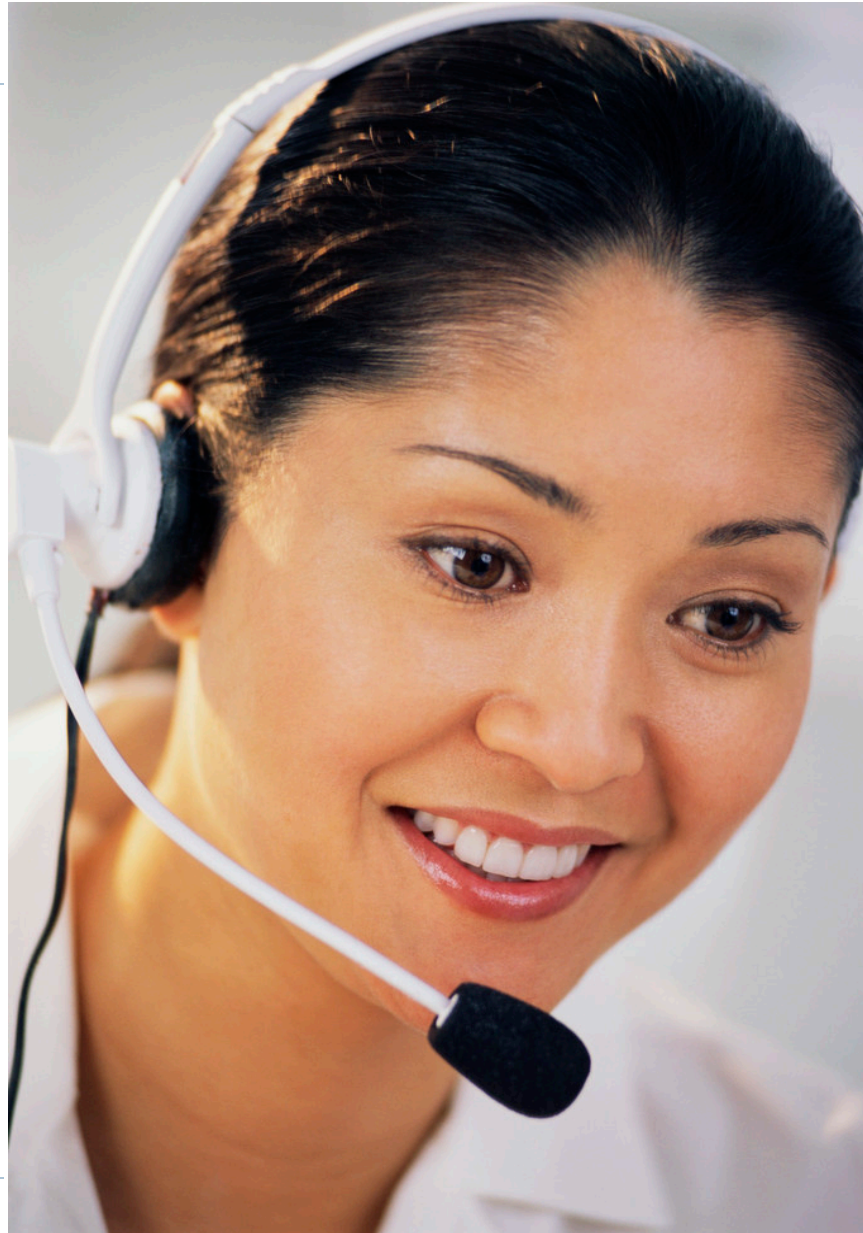
Use the "Help" technique:

"I hope you can help me. So I'm better prepared when I speak with Mr. Big, there's probably some information you could provide me..."

BEFORE REACHING THE DECISION MAKER

3. Before cold calls, think of a **good reason** for needing to speak with the decision maker, and be prepared to sell this to the screener.
4. If leaving a message on voice mail, or with a screener, be certain it **offers a hint** of a benefit/result that sparks curiosity, but doesn't talk about products/services.

INTEREST-CREATING OPENING STATEMENTS



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- ▶ 1. The objective of your telemarketing opening is to pique **curiosity and interest** so that they will willingly and enthusiastically move to the questioning.

2. **Don't use** goofy, resistance inducing phrases on your telesales call, like, "If I could show you a way to _____, you would, wouldn't you?"

The only decision you're looking for in the opening is the one to continue speaking with you.

3. When cold call prospecting, **don't start the call** with, "I was just calling people in your area..." **People want to feel like they're the only person you're calling... not just one of the masses from a list of compiled names.**

INTEREST-CREATING OPENING STATEMENTS

- ▶ 4. Use what I call "weasel words" when opening cold prospecting calls: **"depending on," "might," "maybe," "perhaps," and "possibly."**

For example,

"Depending on what you're now doing in the area of employee benefits, I might have something that could potentially increase the number of options you offer, while possibly decreasing your overall contribution.

I'd like to ask you a few questions to see if this is something you'd like more information on."

INTEREST-CREATING OPENING STATEMENTS

- ▶ 5. Have something of value to say on every telemarketing call. Particular those regular calls to existing customers.

Call with news they'll have an interest in; **ideas you've heard from other customers** they might be able to take advantage of mention that you were "thinking of them" and tell them why.

It's little things like that, that cause customers to say, as opposed to, **"She always has something good for me when she calls," "Every time she calls she's just looking for an order."**

Create your own effective opening statement.

EFFECTIVE QUESTIONING



EFFECTIVE QUESTIONING

- ▶ 1. Get information before you give it.

How could you make an effective presentation otherwise?

- 2. Don't use a "benefit list" to present from.

Instead, use it to create questions to determine if those "bene
truly are of value to your prospects and
customers. Some "benefits" could actually be liabilities.

EFFECTIVE QUESTIONING

3. Avoid asking go-nowhere questions like,

"Is everything going OK?",

"What are your needs?",

"Are you having any problems now?",

"How's service?", and,

"What are you looking for in a vendor?"

For example,

"What do you do in situations when you need parts shipped overnight, but are unable to get them?"

EFFECTIVE QUESTIONING

4. Ask one question at a time.

That's how many they'll answer at a time.

5. After asking, **be quiet.**

Resist the urge to jump in if they don't answer immediately.

6. After they've finished, **count to two** (silently, of course).

EFFECTIVE QUESTIONING

7. Be confident in your questioning. One reason reps ramble with questions is that they're **not prepared or confident**.

8. Always **know where you'll go with answers**. Regardless of the answer.

9. Follow up their answers with related questions.

For example, if a prospect said, "**I believe the main reason production isn't higher is a lack of motivation. The best move is to follow up with, 'I see. What specific signs of poor motivation have you noticed?'**", or, simply, "**Tell me more.**"

EFFECTIVE QUESTIONING

- ▶ 10. Quantify the problem whenever possible.
"How often does that happen?"
"How much do you think that is costing you?"
"How much time does that take?"
- 11. Resist the tendency to present.
- 12. Learn more about the decision-making process.

SALES RECOMMENDATIONS



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1. You should only talk about your product/service after knowing specifically **how it will solve the problem, meet their need**, etc.

2. Get feedback during your discussion of benefits:

"Do you feel that would work for you?".

"How do you feel that would solve your problem?"

SALES RECOMMENDATIONS

3. **Avoid the question, "Anything else?"**
when attempting to upsell.

Instead, give them a suggestion, and help them answer.

For example,
after they agree to buy an item, or a service, say, "**Many of our customers who get _____ from us, also find that _____ is also very beneficial for them. What are you now doing/using/buying in that area?**"

GETTING COMMITMENT (Closing)



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1. This is not the major event in a telemarketing sales call.
It's the natural, logical, validation of the professional sales process up to this point.

But you still must ask. Commitment must be gained on every contact in order to move the process forward.

2. Ask large. Think big.

Those who ask the biggest have the largest average order size.

GETTING COMMITMENT (Closing)

3. When in doubt, ask.

Do you have a foot-dragger in your follow-up file who is perched squarely on the fence?

Ask for a decision!

4. If you're going to schedule a follow up call, **get a commitment** of some type.

ADDRESSING RESISTANCE (Objections)



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- ▶ 1. Objections can be avoided by doing everything else correctly up to this point in the call.

When they do occur, **resist the tendency to attack in defense**.
You must back up and revisit the questioning stage of the call.

- 2. If you have an indecisive prospect, get their mind off the buying decision, and on the problem or pain.

For example, **"Jan, let's look at this another way. What would happen if you did nothing about the situation? Remember, we detailed the fact you're missing sales opportunities every day. What will that amount to over just the next six months?"**

ADDRESSING RESISTANCE (Objections)

3. Most price objections start in the mind of the salesperson.

Ask the right questions, present the results of what your product/service can do, **and state the price boldly**

4. Avoid Common Objections Mistakes: **Using slick, prepare objection rebuttals** that only tell people they're wrong and intensifies the resistance; giving up before attempting to understand the reason behind the problem.

WRAPPING UP AND SETTING THE NEXT ACTION



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1. When sending information, samples, demos, etc., know precisely how they'll evaluate the material.

How will they know if they like it? What criteria will they use? This way, you'll both be clear as to what would need to happen in order for them to buy.

2. When sending material, **prepare them** as to what they should look for. Otherwise, they'll get a package of materials and say, "**Oh, there's a package of materials,**" and then toss it on the mountain of other stuff in their office.

WRAPPING UP AND SETTING THE NEXT ACTION

- 3. The success of your follow-up call is directly relational to what you accomplished, and how you ended the previous one.

For Example:

"Ok Pat, I'll send the proposal detailing the quantity price breaks. What you'll do is compare that to what you're getting now, and if we're within 5%, you'll agree to a trial order on our next call, is that right?"

ATTITUDE AND SELF-MOTIVATION



ATTITUDE AND SELF-MOTIVATION

- ▶ 1. You never have to experience rejection again.
After all, what is rejection?

Remember, a decision of any type is better than shadow-chasing someone who will waste your time with wimpy or misleading statements that cause you to believe there's a chance, when, in fact, there's not.

ATTITUDE AND SELF-MOTIVATION

- ▶ 2. A good way to end a call where you don't
- ▶ accomplish your primary objection (and to never experience rejection) is to plant a seed for the future.

For example, **"Pat, it looks like we don't have a fit here, today, but I suggest that if you ever find yourself needing an emergency job finished, and don't have the staff to handle it, give us a call. We specialize in those type of projects, and would love to talk to you."**

ATTITUDE AND SELF-MOTIVATION

3. Imagine every day is the **end-of- quota-period day**.

When you coast, you're going downhill **Get focused on a goal, and pursue it with single-minded determination.**

ATTITUDE AND SELF-MOTIVATION

- ▶ 4. As a sales professional using the phone as your main method of communication, you perform a function that very few people in the world could do well, or would even want to try.

**Feel proud of what you do, and
always strive to get better!**