

**Special Management Series**

# **A List of Telemarketing Operating Policy Presentations**

**This is a series of Training for your  
Management TEAM**

**Presented by J.W. Owens**



**A Management  
Perspective 303 Series**

**Management - JWO 360**



# Telemarketing Operating Policy

The department will be known as the  
***CUSTOMER SERVICE DEPARTMENT.***

## **OBJECTIVE:**

To increase sales to small existing accounts, to reactivate accounts which have not ordered within the past 12 months, and to open new markets for our products. By utilizing Telesales, we will reduce overall sales costs and permit current outside sales representatives to concentrate on larger accounts.

# Prospects

## **PROSPECT/SUSPECT BASE:**

- Lists of inactive or small accounts supplied by area sales managers
- Call in 's
- Purchase of outside independent lists
- Information requests from advertising and direct mail solicitation

## **PROSPECT/SUSPECT GUIDELINES:**

- Area managers will review all inactive accounts and transfer those feel appropriate to telesales.
- Area managers will review all current accounts and determine which accounts are too small to be handled by the outside sales rep.
- Area managers will review all current outside sales representatives prospect lists and transfer those they feel appropriate to the telesales reps.
- If an outside sales rep calls on a telesales account in error and a sale is made, sales credit will go to the telesales rep and vise versa.

# Desirable Traits

- Good Voice Quality Enthusiasm
- Very Organized Excellent Listener
- Enjoys Conversing on the Phone Intelligent
- Little Need for Physical Activity Ability to Handle Rejection
- Positive Attitude Self Starter
- Excellent Communication Skills “Quick on their Feet”
- Persuasiveness , Ability to get their Empathetic,
- Genuinely gets point across strongly, confidently, and concerned with solving their
- succinctly, without appearing pushy clients problems
- \* \* \* Surprisingly, the “gift of gab,” does not necessarily make a good telesales representative. This person will frequently continue talking long past the appropriate opportunity for closing the sale.

# Do's of Classified Advertising Development



## DO'S AND DON'TS OF CLASSIFIED ADVERTISING DEVELOPMENT

- Do make a commitment to classified development.
- Do design your section for the reader, your advertisers will also benefit.
- Do realize that classified is a “pull” medium. People using classified are already predisposed to buy.
- Do simplify so it's easy for readers to find major categories such as merchandise, real estate and employment.
- Do educate your advertisers about how classified works.
- Do understand that your ad count , the number of ads in each edition , is the measure of your success.
- Do promote, promote, promote.
- Do invest in training for your staff so they, too, realize the importance of classified to your operation.
- Do create policies and rate packages that are positive and user-friendly.
- Do set your hours of operation and offer credit card payment so it's convenient for customers to do business with you.

# Don't of Classified Advertising Development



- Don't expect miracles overnight - invest in long-term development.
- Don't put classified development on auto pilot. Create key classified salespeople.
- Don't give your classified ads away - develop free-ad offers and pricing structures to achieve specific purposes.
- Don't sell special pages or sections just because you can, make sure they offer a real value to your customer.
- Don't consider classified a stepchild, think of it as an only child.
- Don't bury your classified advertising under your display ads, give them prominent position. Your payoff will be more readers and classified ads that get results for your customers.
- Don't underestimate classifieds potential to make your publication more money, just one more line per advertiser can make a healthy impact on the bottom line.
- Don't think of classified as a discount store. Remember it's the number-one way that people sell homes and autos and other items worth thousands of dollars.

# TEN COMMANDMENTS OF PROSPECTING



- You **know** it's good for you.
- You **know** it will bring you the results you want. But you generally avoid it.

**No**, it's not going to the gym. **It's prospecting** - one of the most loathed activities in a salesperson's daily grind.

# TEN COMMANDMENTS OF PROSPECTING

- **I. Devote one hour each day to prospecting.**

Do you tell yourself you'll prospect tomorrow, when your schedule is less hectic or you've met a deadline that's been looming? Forget it. Discipline yourself to prospect every day.

- **II. Use every minute of that hour.**

If you've defined your target market and lined up the best prospects, each call you make will be a valuable one; therefore, more calls mean more results. Don't waste a second!

- **III. Keep it short.**

Two to three minutes should be all the time you need to introduce yourself and your newspaper and provide the prospect with a compelling reason to talk further with you.



# TEN COMMANDMENTS OF PROSPECTING

- **IV. Be prepared.**

No part of your prospecting hour should be wasted looking up names. Have a list prepared. Goldner recommends keeping a month's worth of names on hand.

- **V. Work without interruption.**

Easier said than done, sure, but do what you can to give yourself the opportunity to really get in the groove. As you proceed through your list, each call will be better than the last. Interruptions often take you back to square one.

- **VI. Put time on your side.**

When standard business hours aren't working for you, try supplementing or moving your prospecting time to the early morning or after 5 p.m. Many times, the seemingly unreachable can be reached during these times.

- **VII. Shake it up.**

If Ms. Krabappel is never available to take your call at 9 a.m. on Tuesday, she probably has a standing appointment or meeting. Try another time or day. Varying your prospecting time also will keep your hour from sinking into a rut.

# TEN COMMANDMENTS OF PROSPECTING

- **VIII. Be organized.**

Without a carefully kept call log, you'll miss out on trends, lose track of your work and generally miss a lot of opportunities to gain and serve customers.

- **IX. Keep your goal in sight.**

Decide what you want to accomplish at the start of each hour, and focus on that goal. Imagine, in great detail, how you will feel once you've achieved your goal.

- **X. Never, never, never stop.**

*"Persistence is one of the key virtues in selling success,"* Goldner writes, citing the traditional wisdom that most sales are made after five calls and most salespeople give up after the first. Make sure you're on the winning side of that statistic.

***"Opportunity is missed by most people, because it is dressed in overalls and looks like work." -Thomas Edison***

# Conduct Pre-Call Research to Improve Success



One of the key elements of prospecting success is the **pre-call planning stage**. This step will provide you with the information you need to sell a new advertiser. Find out the answers to the following questions before you call a new prospective advertiser.

- **1. How much, if anything, does the prospect know about the newspaper and our advertising products and services?**
- **2. Is the prospect aware of the diverse advertising opportunities we currently offer?**
- **3. Which of my advertising products will be most useful to this prospect?**
- **4. What problems can my newspaper solve for this prospect?**

# Prospecting Don't

- **Don't use the term "cold call."**
- **Don't use abrasive openers.**
- **Don't be afraid to close.**
- **Don't ignore objections.**
- **Don't be unprepared.**
- **Don't use inadequate questioning techniques.**
- **Don't misuse or abuse screeners.**
- **Don't demonstrate poor listening skills.**
- **Don't fail to review the agreements made during the call.**
- **Don't create a poor telephone image.**
- **Don't send unnecessary literature without getting permission.**

# Quick Tips for Outbound Calling

- **1. Offer a friendly greeting.** Because this person is a stranger, be more formal than usual. Never use a first name on the first call.
- **2. Introduce yourself.** This step is crucial for keeping the prospect's attention. Give her the reason you are calling in the introductory sentence: "Good morning, Ms. Adams. This is Joan Little from The Journal. I'd like to talk to you about increasing your customer base in the Olive Grove area."
- **3. Show appreciation.** Let the prospect know you value her time. "I understand how busy you are, and I promise to be brief."
- **4. State your specific purpose.** Make sure your new special page or section fits with this particular prospects needs. "I'm calling because we are publishing a special family-owned businesses tabloid in a few weeks, and I think your company would be a perfect fit because you have been doing business in this community for close to 50 years."

# Quick Tips for Outbound Calling



- 5. **Offer a spec ad.** Small business owners often do not have a clue about creating results-getting ads. Offer to create a spec ad for the prospect so that he can envision how his company will be represented in print.
- 6. **Say thank you.** Always express your gratitude for the prospect's time, even if he does not commit to buy.
- 7. **Follow up with a note.** If the prospect becomes an advertiser, send her a handwritten thank you note. If the prospect does not buy, drop a note thanking the prospect for his time and saying you look forward to speaking with him again in the future.

# Which Ad will get the Best Results?

- BUICK 1996 REGAL LIMITED. Runs Good. Must See. Call Ronnie at 929-3712

# 50% Better

- BUICK 1996 REGAL LIMITED, Executive car. Good shape. 40,000 Miles. One owner. Loaded. \$12,000. Call Ron at 929-3712 after 6 PM



# 100% Better

- BUICK 1996 REGAL LIMITED  
EXECUTIVE CAR

One owner. 40,000 careful miles.

Leather seats, sunroof, dual air  
bags, air conditioning, CD stereo,  
many other options. \$12,000 Firm.  
Call Ron 929-3712 after 6 PM.

# Fully Descriptive

- BUICK 1996 REGAL LIMITED

LUXURY CAR,  
BARGAIN PRICE

Nice one-owner executive car,  
clean inside and out. Just tuned;  
excellent mechanical condition.  
Blue paint, leather interior,  
sunroof, dual air bags, air conditioning,  
CD stereo, power mirrors,  
plus many other options.  
New Goodyear tires. 40,000  
careful miles. \$12,000 Firm.  
Call Ron: 929-3712 after 6 PM,  
anytime weekends, e-mail:  
ronjames@server.com

# Training Tips

## Increase Your Prospecting Success

- One of the biggest challenges for inside salespeople is making outgoing calls. Yet, with classified numbers down and increased revenue pressure on most classified operations, classified sales reps are being called upon to call out more than ever.
- Inside salespeople often have extra challenges with the outbound call because **they may not have been trained in the different sales techniques** that are necessary to improve success in outbound calling. Therefore, they do not get as many sales and are easily discouraged.
- Use these training ideas for prospecting success adapted from a recent Telephone Selling Report article by Evonne Weinhaus, president of St. Louis-based Communication Works.

# Training Tips

- **RESEARCH, RESEARCH, RESEARCH**
- Rather than making new business development calls by calling numbers from the yellow pages, always **create a prospecting list** based on which companies will most likely benefit from advertising in this particular product.
- Then, before calling a new prospect, **try accessing her Web site for information about the business**. Read your newspaper's business section for leads on new companies and retail stores coming to town, and get a jump on the new business.
- **SET A GOAL FOR EACH CALL**

# Training Tips

- **Prospecting is a process**, not an open-and-closed sales event like most inside sales calls. You should always set a series of objectives for each prospect. Here is a sample list of sales call objectives:
- **Find out who makes the advertising decisions for the business.**
- **Make a telephone appointment with the decision-maker.**
- **Get permission to make your presentation to the decision-maker.**

# Training Tips

- **Make your presentation to the decision-maker.**
- **Overcome the prospect's objections.**
- **Close the sale.**

# Mirror the Customer's Voice Mail Greeting



- Mirroring is a great way to establish rapport with an advertiser on the telephone. The same concept holds true for leaving voice mail messages. According to Weinhaus, **“Many times a customer’s voice mail message is very telling. Listen for the clues.”**
- For example, if the customer says, **“This is Scott, leave your message,”** you **should keep your message short and sweet.** If you leave a long message, don’t be surprised if Scott deletes it. His message lets you know he is all business and expects the same from vendors, suppliers and salespeople.
- If, on the other hand, your prospect is a “people person” interested in building relationships, she may leave a voice mail message like the following: **“This is Mary. I am so sorry to have missed your call. I hope you are having a great day, and I am looking forward to returning your call as soon as I return to the office or get off the phone.”**
- To return a call to this person, Weinhaus suggests saying something like this, **“I thought of you last week. I’ll fill you in on the circumstance as soon as we talk.”**

# Mirror the Customer's Voice Mail Greeting



- Pay attention to the pace, tone, intonation, inflection and pitch of your prospect's voice mail messages, and **mirror** her style in the voice mail message you leave in response.
- **MAKE FRIENDS WITH THE SCREEN OR GATEKEEPER**
- The person who answers the phone is charged with protecting the boss. This person can be your best ally if you enlist her help rather than treating her as an underling not worth your time and attention.
- **Establish rapport** with the receptionist by saying, "I need your help," or "Thank you for helping me." Once you have set up a measure of camaraderie, then ask, "When do you think would be a good time for me to call back?"



# Mirror the Customer's Voice Mail Greeting



## USING A TWO-STEP CALLING PROCESS

- In the early stages of a call to the receptionist, say, **“I have just one quick question for you: Who makes the advertising decisions for your company?”**  
By phrasing the question in this way, you let the gatekeeper know that the call will be completed after you receive the answer to this question.
- Next, ask the receptionist's name and thank her for the information: **“Thanks for your time, Jane. Would Mr. Weaver be available now?”** If the answer is no, end the call immediately. When you call back, acknowledge your relationship with Jane: **“Good afternoon, Jane. How have you been? Could you put me through to Mr. Weaver now?”** In this way, you sound like a regular caller rather than someone who is cold calling.

## START YOUR COMMENTS OFF WITH THE WORD GREAT!

- Use positive words to start off the conversation. If the receptionist says the decision-maker is busy, try the following statement: **“Great, I will wait. Just put me on hold until he is available.”**

# Mirror the Customer's Voice Mail Greeting



- If you are asked what the phone call to Mr. Weaver is in regard to, **stay positive:**  
“Thanks for asking! I want to give Mr. Weaver the opportunity to attract new customers by running in our upcoming special section highlighting businesses such as yours.”

## TIME YOUR CALLS WISELY

- If you are having little luck getting through the gatekeeper, you might want to try a different tactic.  
A good time to make prospecting calls is **early in the morning, at noon, or at the very end of the work day.** At this time, the receptionist will probably be off-duty, and the decision-maker likely will be answering the telephone herself.

# Mirror the Customer's Voice Mail Greeting



## MAKE EACH WORD AND QUESTION COUNT

- When you finally get through to the decision-maker, make **every word count** by creating a greeting that immediately answers three questions for the decision-maker:
- Who you are. **“Good morning, Mr. Weaver. This is Roger Allison calling from The Journal.”**
- Why are you calling now? **“I would like to offer you a unique opportunity to advertise in our upcoming Brickyard 400' tabloid.”**
- What's in it for me to listen to you? **“This publication will not only reach our 125,000 regular readers, but will also be distributed in racks throughout the city the week prior to the race. Therefore, you will get extra exposure for your restaurant while we have 50,000 visitors in the city.”**

# Mirror the Customer's Voice Mail Greeting



## POSITION YOURSELF AS A PROBLEM-SOLVER

- The most important message you can give your prospect in your initial conversation is that you are a problem-solver in the information business rather than a salesperson trying to get as much money as you can out of the prospect's pocket and into yours.
- **If your prospect believes, by your professional greeting and telephone manner, that you know your product and you are genuinely interested in her product, you have begun the sales process correctly.**
- **You have established a relationship with your prospect that ultimately will help him see the value in becoming a regular customer.**

# HANDLING A COMPLAINING CUSTOMER

- *A customer with a problem may be angry or irrational, but don't take it personally.*
- *Be professional in all your dealings with the public.*

*Follow these six steps to keep your customers happy and to retain their business*

# HANDLING A COMPLAINING CUSTOMER

- **1. SYMPATHIZE** - A customers with a complaint may be angry and expect resistance. A friendly, non-defensive attitude lets the customer know how important he or she is to your company.
- **2. REASSURE** - The customer is afraid you'll do nothing about the problem. Fear must be eliminated before they can talk reasonably with you
- **3. GET THE FACTS** - People with complaints often generalize. They may begin by saying that everything was bad, when, in fact, only one part of the transaction may have caused the problem. Ask questions. Listen without interruption or argument. See the customer's point of view.

# HANDLING A COMPLAINING CUSTOMER

- **4. APOLOGIZE** - Be sincere in expressing regrets that the customer has been inconvenienced or disappointed, then state the company's position. If the company is at fault, admit it quickly and show that you are willing to correct the error. If the error is the customer's, allow him to save face. Remember, your purpose is to bring him back.
- **5. REBUILD YOUR REPUTATION** - After your apology, remind the customer that your company successfully deals with hundreds (thousands) of customers every year. Let him or her know that you appreciate his or her business.
- **6. THANK THE CUSTOMER** - Make the customer feel good. Thank them for telling you about the problem, giving you a chance to improve that quality of your service. Be sincere in your appreciation . Smile!

# Six Features of a Good Script



**1. Capture attention in the first 15 seconds of the call.** Since everyone isn't sitting around waiting for your call, and you've interrupted their day, you'd better say something meaningful right away or you'll lose your prospect.

Identify yourself and your company and use an attention-getting phrase and an initial benefit statement. Your brief introduction should immediately answer these questions.

- Who's calling?
- Can I trust this person?
- Why am I being called?
- How long will this take?
- Why should I listen?
- What's in it for me?



# Six Features of a Good Script



This most effective attention-getting phrase is the personal referral. A personal referral does two things. **It gets someone to listen, and it identifies a relationship.**

**“Good morning, Mr. Jones. My name is Jane Smith from XYZ PAPER. Your friend Tom Johnson suggested I call because we were able to provide him with a more efficient MARKETING and he thought you might be interested in learning about it.”**

This example answers the above questions and helps establish rapport - all in less than 15 seconds.

Although the personal referral is the strongest way to grab your prospect's attention, it is not the only way. Some other techniques for establishing a rapport - mention a top competitor of the company you're calling, a major business event your prospect would be familiar with, or industry issues of concern to your prospect. You can also refer to a letter you sent the prospect.

# Six Features of a Good Script



- 2. **Press emotional “hot buttons”** to immediately tie into the needs of your prospect. Ask questions that key into the primary business needs of the prospect as they relate to your product. **Ask the “how,” “where,” and “what”** questions early to get the prospect talking about business needs and other relevant data you can use to tailor your presentation of your service or product.
- 3. **Compress your message into direct, concise dialogue.** Because of limitations inherent in phone time, you must get your message across immediately. One way to do this is to create word pictures. The three-word phrase **“black tie affair,”** for example, instantly conjures up a vivid picture of men in tuxedos, women in sparkling evening gowns, bright lights, limousines and excitement.
- 4. **Build rapport by reflecting in your script the prospect’s background or industry level.** People identify more easily with someone who seems to understand them. Use language that your prospect can relate to. Ask questions, then listen to the way your prospects respond. **What words or phrases do they use often? What are their major concerns?**

# Six Features of a Good Script



- 5. **Give the script a conversational tone.** Deliver the script to your colleagues, to your spouse and to yourself in front of a mirror. Ask: “Does this sound natural or canned?” Take out a tape recorder and listen for yourself. Does it sound like a conversation to you?
- 6. **Build a logical case.** The telephone is a logical medium because there are no physical distractions. Logical presentations carry more weight over the phone. So build logical sequences into your script.
- **Introduce yourself.**
- **Ask questions to determine their needs**
- **Summarize their needs by paraphrasing (to make sure you heard them correctly).**
- **Describe the features and benefits of your product or service which best match their needs.**
- **Close based on the logical fact that you answered and resolved the issues they were concerned about.**
- **Roll the Tape**

# Six Features of a Good Script



- **One final tip to help you get started.**

Put down your pencil, turn on your tape recorder and pretend you are calling a prospect. Try out the wording you've written for the opening of the call, and see if you've met the requirements discussed earlier for a good script. **Have you adequately identified yourself and informed your prospect of the reason for your call?** Have you taken the time to establish rapport with the prospect? If you want to make sure your campaign is a success, spend the extra time to do it right.

## TIPS

- Set aside a block of time each day, or several days each week, to make phone calls. Don't do anything else when you're supposed to be making calls. No incoming calls or paperwork.
- Make your calls in a quiet place. Remove yourself from all temptation. Shove newspapers, magazines or papers you've been "meaning to get to" into a bottom drawer.

# Voice:

## It's in the Way You Use It

Just as a singer's voice is his instrument, **your voice is your key to inside sales.**

- In George R. Walther's book, "Phone Power," he emphasizes **what you say is far less important than how you say it.** As proof, he defers to Dr. Albert Mehrabian of UCLA's psychology department who quantitatively determined that **only 7% of what we try to communicate depends on the words themselves, but 38% depends on the way we say them.**
- "How you sound isn't an inescapable result of cultural factors, upbringing and physical characteristics," Walther argues. **"Dump the notion that you're stuck with the way you sound right now. Your voice is a matter of choice."**

# Voice:

## It's in the Way You Use It

### Watch Your Tone

- “Though tone (of voice) is a hard quality to nail down, most people first name it as the main tool they use to assess other people’s voices,” explains Walther.

**“What people usually call tone is actually the sum of speaking rate, volume, inflection and choice of words.”**

- Of those elements, inflection may be the most important. Walther claims the **emotional quality of one’s tone of voice dramatically influences a call’s outcome.**

So, by adding a little lilt to your voice, you not only avoid sounding like Charlie Brown’s monotone schoolteacher, but you affect the listener’s perception.

# Slouching is a Sales Hazard

- **Inside sales has its advantages.** You can review your notes without seeming distracted, and you don't have to worry about face-to-face presentations. However, Walther says, the same body-language rules apply because the person on the other end of the phone can "hear" the way you have positioned yourself. For example, Walther insists **if you conduct the call while leaning back with arms cross, it will sound much different than if you were sitting forward.**
- **"The difference may be barely discernible to your conscious ear, but your most perceptive inner ear gets the signal,"** Walther insists.  
**"Our subconscious ears- are far more attuned to voice inflections, tone variations and the how of our speech than we realize."**
- Unless you double as a ventriloquist, barely moving your lips or making few facial expressions while speaking is not going to pay off either.
- **"If you closed off the bell-shaped opening of a bugle, you'd change the sound altogether,"** Walther counsels. **"Your vocal cords, throat and mouth form your personal instrument. You can just as easily shape its sound by changing the shape of your mouth."**

# Find a Verbal Mirror

- In her book, “Power Talk,” Sarah Myers McGinty reminds us that the **sociology of language** - how social forces and speech patterns interact - wasn’t part of our training.
- “And precisely because you have been talking all your life, you probably don’t know what you really sound like or how you choose the words you use,” McGinty says.
- Because your familiarity with the way you speak may inhibit you from analyzing it, **consider taping a few of your sales calls**, if your newspaper permits it. Here are some things McGinty suggests you ask yourself as you listen to your conversation



# Find a Verbal Mirror

- **What was your goal** or intention in the conversation?
- What **style** did you employ, and did that style match your intention?
- Did you sound authoritative, directive and assured?  
Sincere, exploratory and questioning?
- Did your power/influence change as the conversation progress?
- **“It takes the human voice to infuse (words) with the shades of deeper meaning.”** - Bertha Flowers

# FIFTEEN TELEPHONE TIPS FOR ERNESTINE



- **1. When answering the phone in the office,** immediately identify your company, department, and your name. If you are self-employed with a home office, answer by stating your name.
- **2. When talking to customers, call them by name.** Not only will the customer be pleased, but by repeating the name, you're more likely to remember it the next time. Be sure not to overuse this though, as this habit can be annoying. This also applies when you find a friendly secretary. In the future, **you can call her by name and create a rapport.**
- **3. Know yourself and how you sound to others.** You can find this out by recording your voice. Then critique your tone, manners, friendliness, and vocal quality. This is even more helpful if you are critiqued by others.

# FIFTEEN TELEPHONE TIPS FOR ERNESTINE



- **4. Always use the hold button if you must temporarily leave the phone.** It's surprising what the person on the line can hear, and you may inadvertently embarrass yourself or the other person.
- **5. Excuse yourself when leaving the line.** A simple, **"One minute, please, Jim," will do.** Then make sure you reassure the customer every 20-30 seconds that you haven't forgotten him. If you must do this more than twice, it's probably better to call back when you're able to talk.
- **6. Listen.** Allow your prospect to talk and encourage her input. No one likes to be "talked at." Listen for ideas, not just words, and take brief notes to jog your memory later.

In addition: **Ask as many open-ended questions as possible.**

**Listen** to what is being said, not just the words that are being spoken.

When pauses occur, don't interrupt until the prospect is finished with her thought.

**Reinforce** the client's participation by giving verbal feedback. A simple "yes" or "I see" will suffice.

Make sure you **understand** what the client is saying and avoid jumping to conclusions.

toward the end of the call arrange for the next call

and **express your sincere gratitude** for the opportunity to talk to you.

# FIFTEEN TELEPHONE TIPS FOR ERNESTINE



- **7. Know your company and fellow employees.** A sense of camaraderie is projected if you know how to contact someone in another department or branch. You and your company look good when you try to help. **Keep a list of employee names, departments, and extension numbers next to your phone so you can be as helpful as possible.**
- **8. Know your customers.** Know not only their names, but how they prefer to be treated. Then deal with them in their preferred mode. **Do they like a fast or slow pace? Do they want just the facts or do they prefer to chat first before getting down to business?**
- **9. Know your product or service.** Your depth of knowledge about what you know best should shine through. Then you'll be able to match customer needs (benefits) with your product knowledge (features).
- **10. Keep a telephone note pad and pen by the phone so you can quickly write messages or notes.** We've all waited for what seems to be ten minutes while the harried message taker searches for a pencil.

# FIFTEEN TELEPHONE TIPS FOR ERNESTINE



- **11. Screen calls for the caller's name,** “Who’s calling please?” When transferring a call, say, “Thank you, Miss Smith. I’m ringing Miss Jones now,” or “Thank you, Miss Smith. Miss Jones is on another line at the moment. Would you prefer to hold for a minute or have her return the call?” If Miss Jones is unavailable, try, “Thank you, Miss Smith. Miss Jones is out of the office now and isn’t expected back till 4:00. Mr. Robertson may be able to help you, or would you prefer that Miss Jones return your call?”
- **12. Plan your calls ahead.** Know where you’re going and how you’re going to get there. Try writing a summary of everything you need to know how to make the call. Fill out your planner in advance and have a separate one for each call. **Every call you make should have an objective (goal).**
- **13. Let them hang up first.** Have you ever concluded a conversation with someone and just as they were hanging up, you thought of one more thing to say? This happens because we think so quickly. To avoid cutting off your prospect’s thoughts, let the prospect hang up first. **Stay on the phone during the silence until you finally hear the click and dial tone on the line.**

# FIFTEEN TELEPHONE TIPS FOR ERNESTINE



- **14. When calling long distance, tell the secretary.** People give long distance calls a higher priority than local calls. If they say, “Do you mind if I put you on hold?” be careful. Some people are not in the habit of checking back with the caller every 20-30 seconds to make sure they are still breathing. Your best bet is to tell the secretary that you can only remain on hold a short time.
- **15. Choose your words carefully.**  
On the telephone, your words and vocal quality carry your message.

In person, if there is any doubt as to the meaning, you can sense it from the person’s non-verbal feedback. Over the phone, however, you may unintentionally insult your prospective client and never know it.

For example, when you say, “As I said . . .” or “To put it another way . . .” you **imply that the person did not understand you the first time.** Another common phrase is, “Let me ask you a question.” It may be subtle, but this is a command, not question. A command immediately puts someone on the defensive.

A better way to say this is, “May I ask you a question?” or “Do you mind if I ask you some questions?” This involves them in the conversation and makes them want to talk to you instead of resentfully following your orders.

# The Oops! Issue

## Handle Mistakes With Grace

- The president does it. Your neighbor does it. Even your mother does it.
- Making mistakes is a universal, albeit frustrating, part of the human experience, and when handled correctly, it can be a beneficial one.
- In an article on the Lessons for Living Web Site, Daniel H. Johnston explains that making mistakes can be either earth shattering or enlightening, depending on your attitude.
- **“Because we live in an achievement and success-oriented world, a popular rule is, Whenever you do anything, do it right.”**
- This creates a mindset wherein mistakes are viewed as detrimental - something to be avoided at all costs. When the inevitable happens and you make a mistake, this viewpoint leads you to put yourself down: **“What is wrong with me? Can’t I do anything right?”**

# The Oops! Issue

- It may seem that you have an external cause for your internal turmoil, but Johnston says **“the reality is that you have created your own mood and actions with your inner dialogue of name-calling and criticism.”**
- The true culprit is the **“Rule for Living.”** If you begin with a bad rule, you end up with bad results. Program yourself to look at mistakes as necessary steps to greatness.
- Remember to stop yourself from giving in to negativity when you make a mistake. Consider each mishap an opportunity to progress and learn. Not only will you more easily move on after an error, you will benefit from the experience.
- Johnston compares the process to learning to ride a bike. The first step is to fall. If you stopped there, you’d never learn, but if you keep trying (and falling), you will get it.
- **“A mistake is the first step in learning,”** Johnston writes. **“Success comes from mistakes.”**
- Go ahead and fall down a few times. But be sure to get back up.
- **“We learn from failure much more than from success; we often discover what we will do by finding out what we will not do; and probably he who never made a mistake never made a discovery.”** - Samuel Smiles



# 3-Step Mistake Recovery

- **A - Accept the responsibility for your error.** Trying to blame others or make excuses is poor form and often keeps you from finding a solution to the problem. The best course of action is to acknowledge that you made a mistake and begin rectifying the situation.
- **B - Believe in yourself.** You made a mistake, but that doesn't make you a bad person, and it doesn't mean you won't succeed. The best thing to do in a bade situation is to correct it and refocus on your goal.
- **C - Correct your error and move on.** If you aren't making mistakes, you probably aren't learning anything either. Resist the temptation to dwell on your blunder, and don't berate yourself for it. Just fix it and get right back on track.

# 3-Step Mistake Recovery

## ONE VALUABLE MISTAKE

- After a new Wal-Mart employee made a **mistake that cost the company \$1 million** in a single day, the young man was called into the office of founder Sam Walton.

Certain of his doom, the employee said, **“You can spare me the lecture and just fire me and get it over with.”**

**“Fire you?”** Walton exclaimed. **“I just invested \$1 million in your education. You can’t even resign.”**

**“Mistakes are part of the dues one pays for a full life.” - Sophia Loren**

# Small Mistake Yields Big Results



**When is a mistake not a mistake?** When it draws the attention of readers and gets results.

- **Here is the ad that ran:**
- **BIG GRAY GARAGE SALE! 5 Family. Baby items . . . crafts, more added before sale. From Blgtn. Take 37S to Old 37, turn right to Harrodsburg, turn on Hobart Rd. 1st out house on right.**
- The Classified inside sales manager, said this blooper paid off for the advertiser, who “called laughing and said she had never had such a response from a classified ad.”
- Apparently, bargain hunters were intrigued by the unusual landmark and “just had to drive out to see the out house.”

**“The greatest mistake you can make in life is to be continually fearing you will make one” - Elbert Hubbard**

# Small Mistake Yields Big Results



**OOPS! Of All Kinds Typos and misprints and flubs, oh my!**

The following mistakes from Bram.net provide ample and comical reassurance that we aren't alone in our imperfections:

- 2 female Boston terrier puppies, 7 wks old, Perfect markings, 000-0000. Leave mess.
- Lost: small apricot poodle. Reward. Neutered. Like one of the family.
- A superb and inexpensive restaurant. Fine food expertly served by waitresses in appetizing forms.

# Small Mistake Yields Big Results



- Dinner Special Turnkey \$2.35; Chicken or Beef \$2.25; Children \$2.00.
- Wanted: 50 girls for stripping machine operators in factory.
- Wanted: Unmarried girls to pick fresh fruit and produce a night.
- Mt. Kilimanjaro, the breathtaking backdrop for the Serena Lodge. Swim in the lovely pool while you drink it all in.
- The hotel has bowling alleys, tennis courts, comfortable beds, and other athletic facilities.

# Small Mistake Yields Big Results



- Sheer stockings. Designed for fancy dress, but so serviceable that lots of women wear nothing else.
- Man wanted to work in dynamite factory. Must be willing to travel.
- Wanted: man to take care of cow that does not smoke or drink.
- Girl wanted to assist magician in cutting-off-head illusion.

# Collecting Delinquent Accounts by Phone



- 1. “This is Janice Jones calling for the credit department at \_\_\_\_\_.”
- 2. “I’m calling about your classified bill for \$\_\_\_\_\_ that goes back to last March.”
- 3. “Is there any question about your bill?”
- **Customer says: You say: “I never got a bill.”**
- “I’ll mail out a duplicate today, let me confirm the address.”
- **“I don’t remember placing an ad.”**
- “Here’s the wording.”
- **“My (brother, son, etc.) placed the ad’ I’m not responsible.”**
- “Please give me his name and address and we will mail the bill to him.”
- **“That bill has been paid.”**
- “Our records show that no payment has been applied. Will you check your canceled checks, and I’ll call you back.”

# Collecting Delinquent Accounts by Phone



- 4. “When can we expect a check?”
- 5. “I’m making a note on your record. If we don’t hear from you by next \_\_\_\_\_ (day), I’ll call back.”

***If customer promises to send a check but breaks promise:***

- 6. “This is Janice Jones from The \_\_\_\_\_. I called about your classified bill for \$\_\_\_\_\_ and you promised to send a check, but we haven’t received it.”
- 7. “If you can bring it by the office in the next two or three days (or by Friday), I won’t have to refer your account to the Credit Bureau for collection.”\*



# Collecting Delinquent Accounts by Phone



- Remember to always **be polite** but firm!
- The goal is only to **straighten out the problem** and get the account paid up.
- **Treat the advertiser with respect**; after all, the problem might be something on our end.

\* Substitute whatever formal collection procedure your publication uses. **Do not threaten** to do something that your publication does not do, as they would constitute harassment in some states.

# Script for Taking an Ad the Right Way



- 1. “Classified Department, this is \_\_\_\_\_. How may I help you?”
- 2. “May I have your phone number, name and address please?”  
(If this is a business firm, you must get the name of the person who placed the ad!)
- 3. “What will you be advertising, Mr. Warren.”
- 4. “We’ll put that under Automobiles for Sale.”

If ad is for employment, say, “We’ll put that under Employment, keyed Medical.”

- 5. “How would you like the ad to read?”

# Script for Taking an Ad the Right Way



- **6. “If you tell a little more about your Oldsmobile, Mr. Warren, you'll get a lot more qualified calls. Does it have . . .”** (Any special features that make it a good deal?)  
(Ask first question DO NOT PAUSE! Ask **ONE** question at a time. Rewrite the ad.)
- **7. “Can people e-mail you to get more details? What’s the e-mail address?”**  
**“When is the best time for people to call you? What about on weekends?”**
- **8. “Let’s put the words, Shiny New Paint in big type, Mr. Warren. That will really make your ad stand out . . . and here's the way the rest of your ad reads.”**  
(When reading the ad back, do not repeat the headline. Also, do not pause at the end of the read back.)

# Script for Taking an Ad the Right Way



- 9. “Just a moment and I’ll give you a price.”
- 10. “We can start your ad tomorrow at our special (2, 3, or 4) -week rate only \$\_\_\_\_\_. Call and cancel just as soon as you get results.”
- 11. “When you check your ad the first week, you’ll notice that it has a . Thank you for using the classifieds.”

# Thanks

**Thank you for your hard work and seeing this  
presentation**

# A List of Telemarketing Operating Policy Presentations



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your Management TEAM

## Good Selling !



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