

Telephone Prompter Telephone Tips

SELL THE APPOINTMENT NOT THE PRODUCT

BE URGENT - you want the message to be perceived as important.

BE BRIEF - remember, most Americans are "time poor"

BE ENERGETIC - it is contagious.

BE PREPARED - there is no substitute for this step.

Talk a little faster than normal.

Talk a little louder than normal.

Talk a little clearer than normal.

CUSHION... BYPASS... CHOICE

Cushions:

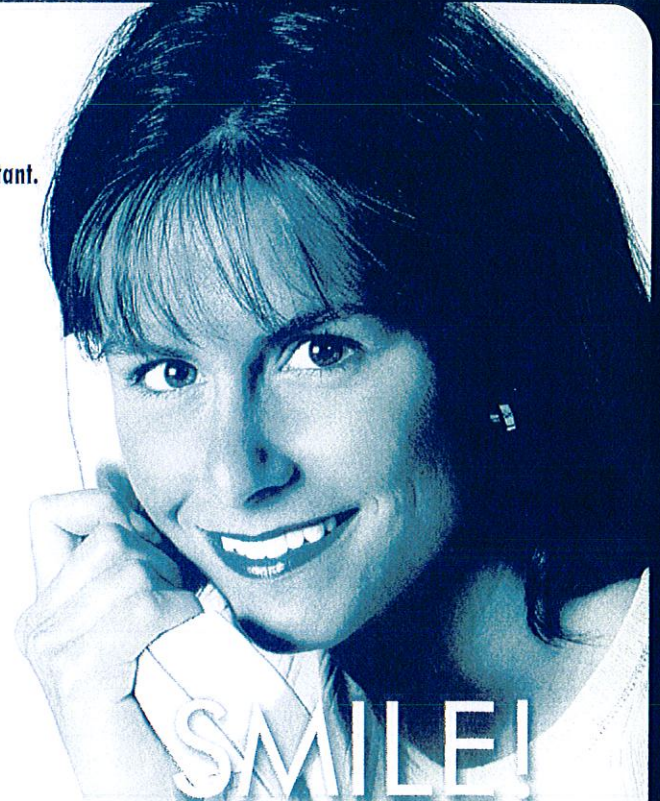
"I can appreciate that."

"I can sympathize with your position."

"I know how you feel."

"That's a normal reaction."

"I will take that into consideration when we get together."



"Successful people are willing to do what unsuccessful people refuse to do"

SUCCESSFUL CAREER SERIES

STIC!

Sit up straight!

people are willing to do what unsuccessful people refuse to do"

NO NEED

"I can sympathize with your position, <Client's Name>. I can assure you, you will be the sole judge of whether or not this particular idea would be of value to you. It doesn't fit everyone. Would <Day> at <Time> be good, or would <Day> at <Time> be better?"

SEND LITERATURE

"I could send literature <Client's Name>, but what I have available requires explaining, which I will be happy to do. In 20 minutes you will be able to see if <idea, type of service we do, etc.> will be of value to you. It doesn't fit everyone. Would <Day> at <Time> be good for you, or would <Day> at <Time> be better?"

BAILOUTS (For any objections not listed or as a last resort)

1. "I know you're busy Mr./Mrs./Ms. <Client's Name>. All I would like to do is have 15 minutes to introduce myself and get to know you a little better. If you grant me those 15 minutes I will make you three promises: (1) First, I will only take 15 minutes; (2) Second, I will not try to sell you anything; (3) Third, I won't come back if you don't want me to. Now that's fair enough, isn't it?"
2. "Would you grant me the courtesy of 30 minutes to get together with you to show you the kind of work we do?"
3. "I can appreciate that <Client's Name>, the purpose of my call is not to bother you, it is simply to ask the opportunity to meet you. I would like to stop by your home and visit with you and your spouse and simply get acquainted for a few minutes.
You wouldn't have any objection with that would you?"
4. "I understand how you feel <Client's Name>. In fact, many people have felt the same way, yet they've found our service to be extremely valuable. I believe you will also."

GO TO COMPLETION

"I Keeping that in mind <Client's Name>, would <Day> at <Time> be good for you, or would <Day> at <Time> be better?"

"when in trouble ask a question"

SMILE... BE ENTHUSIASM

REMEMBER... CUSHION - BYPASS - CHOICE

HANDLING OBJECTIONS

"Successful

TOO BUSY

"I can appreciate your busy schedule <Client's Name>, that's why I call for an appointment. Our visit can be brief. Is <lunch> ok, or would <dinner> at <place and time> better?"

NOT INTERESTED

"I can understand why you say that <Client's Name>, but it's interesting that many people who feel as you do are the very ones who have found this idea most valuable. In only a few minutes you can determine whether or not it would be of value to you. Would <Day> at <Time> be good for you, or would <Day> at <Time> be better?"

NO MONEY

"I can appreciate that <Client's Name>, the purpose of my wanting to get together is not to have you spend more money, but to see if we can't make your programs more cost effective. Would <Day> at <Time> be good for you, or would <Day> at <Time> be better?"

WHAT IS THIS ABOUT?

"That is a normal reaction in wanting to hear about it on the phone. It would take me two hours to explain it on the phone and it still wouldn't be clear. Using my charts and diagrams in a personal visit, you will be able to understand in 15 minutes whether or not this will fit your particular situation. It doesn't fit everyone. Would <Day> at <Time> be good, or would <Day> at <Time> be better?"

WASTING YOUR TIME

"I can appreciate your concern <Client's Name>, since this idea might be of value to you, I certainly don't mind spending the time. Would <Day> at <Time> be good, or would <Day> at <Time> be better?"

IS THIS INSURANCE?

(CUSHION) "Do you need to buy some insurance?" If the answer is NO, say: "Fine, then let's take a look at this idea... would <Day> at <Time> work, or would <Day> at <Time> be better?"

Telephone Prompter

Talk faster
Talk louder
Talk clearer

APPOINTMENT FROM: "UNIVERSAL APPROACH"

Hello < _____ > this is < _____ > with < _____ >.

Do you have a minute to talk?

< Clients Name > The reason I am calling is because < Company Name > has just introduce a < Product > which has some really super new benefits.

What I need to do is spend a few minutes with you as soon as possible to make sure you are aware of them and see if they fit into your planning.

Would < Day > at < Time > be good or would < Day > at < Time > be better?

APPOINTMENT FROM: REFERRED LEAD

Hello < _____ > this is < _____ > with < _____ > here in < _____ >.

Is this a convenient time for you to talk?

< Clients Name > the reason I am calling < Client's Name > is because I recently was visiting with your friend < Friend's Name >.

I had the opportunity to share a unique < idea, type of service we do, etc. > with him and his wife, they really liked what we discussed and felt certain you would be interested in hearing about it.

I could see you at < Day > at < Time > or would < Day > at < Time > be better?

APPOINTMENT FROM: EXISTING GOOD CLIENT OR FRIEND

Hello < _____ > this is < _____ >.

Is this a convenient time to talk?

What is your schedule like this week, I need to see you.

Would < Day > at < Time > work or would < Day > at < Time > be better?

APPOINTMENT FROM: EXISTING GOOD CLIENT OR FRIEND

Hello < _____ > this is < _____ >.

Is this a convenient time to talk?

What is your schedule like this week, I need to see you.

Would < Day > at < Time > work or would < Day > at < Time > be better?

APPOINTMENT FROM: UNIQUE SERVICE APPROACH

Hello < _____ > this is < _____ > with < _____ >.

Is this a convenient time to talk < Client's Name >?

< Business Name > has a unique service that many people in the community have found very valuable.

What I need to do is find a convenient time for us to sit down for a few minutes so I can explain it to you.

I could see you < Day > at < Time > work or would < Day > at < Time > be better?

APPOINTMENT WITH EXISTING CLIENT

Hello < _____ > this is < _____ > with < _____ >.

Is this a convenient time to talk < Client's Name >?

I need to spend a few minutes with you to update your files and document your coverages.

Would < Day > at < Time > work or would < Day > at < Time > be better?

WHEN INTERVIEW IS OBTAINED, CONFIRM WITH:

"GREAT... will your spouse be there? < response > Fine! I'm looking forward to seeing you < Client's Name > at < Time > at < Agreed Location >!"

SUCCESSFUL CAREER SERIES
Hot 20 List

MY WEEK AT A GLANCE

Week of: _____

Name		Phone	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1.		8 AM							
2.									
3.		9 AM							
4.									
5.		10 AM							
6.									
7.		11 AM							
8.									
9.		12 PM							
10.									
11.		1 PM							
12.									
13.		2 PM							
14.									
15.		3 PM							
16.									
17.		4 PM							
18.									
19.		5 PM							
20.									
		6 PM							
		7 PM							
		8 PM							

Schedule family and personal activities first, then business activity. If you don't have at least 10 appointments, are you really in business?

Note: This page is meant to be a master copy. Make copies of this page and leave it blank so later you can make more!

ESSENTIAL TELEPHONE TIPS

- 1. Have a definite time to call each week and stick to it!**
- 2. Have your planner ready for both this week and last week!**
- 3. Have your calling list with telephone numbers ready to go!**
- 4. Your desk should be clear except for the Telephone Prompter, planner and call list!**
- 5. If you scheduled two hours for calls, don't quit early, keep calling!**
- 6. Have good posture.**
- 7. Call the ones you think will be most likely to schedule first!**
- 8. Set a calling goal and reward yourself for reaching your goal!**