

22 x 2 Telephone Tips

From

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Do the math. Pick up the phone.



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1. Your attitude will guide as well as determine your results. Be sure it is positive. Approach this high payoff activity with high expectations.
2. When calling a prospect or client, use their first name at least three times during the call. Everyone loves to hear their name said out loud.
3. 10 before 10 ~ Ten calls before ten in the morning. After the third or fourth call you will discover you're enjoying the process; each call is bringing you closer to the sale. Keep up the good work.
4. Smile when you answer the phone. The other person can sense your mood by the tone of your voice; they might even be your next customer. Smile. Hello, this is Mike! Thank you for calling.
5. Leave a call to action on voice mail. "Call me back."
6. Listen to what is going on in the background. If another phone rings or you hear a distraction in the background, politely inquire whether or not that situation needs to be dealt with and offer to be placed on hold. This shows respect for the other person and is greatly appreciated.
7. Connect with multiple influencers at your target company. Leave voice messages for the CFO, COO, and Directors. Let them know you just left a message with their team mate. Your goal is to have them in a meeting discussing a problem and all of a sudden your name comes up! You know how this works: relentless follow up.
8. Don't sugar-coat the purpose of the call:
 - ... we're taking a survey ...
 - ... we're updating our records ...
 - ... we're conducting some marketing research ...
 - No you're not. You're selling something and eventually you want money to transfer from them to you. Pick up the phone dude, and call some prospects. The purpose of the call is to set an appointment.
9. Turn your smart phone off for 30 minutes and give your mind a rest from the incommoding stream of messages. The Harvard Business Review encourages us to take a Grown Up Recess ~ taking breaks from work help us to be more productive.

10. Instead of spending excess time trying to compose the perfect response to an email, pick up the phone. If the situation is tense or requires the communication of feeling, a conversation is necessary. Pick up the phone, obtain clarification, determine next steps, and schedule a follow up meeting.
11. Use anything, but H.A.Y.T. (How are you today?) Always give your professional best; your first few words give the first impression. "Hi Mr. D~ I'm following up to discuss the three options that will ignite your staff with enthusiasm, barbeque your competition, and heat up..."
12. Make sure your business cards have your cell phone number on them. Giving out your cell number tells suspects, prospects, and clients you're ready to do business anytime.
13. Keep a message pad by your phone so you can jot down details during your call. This is good time management now, helping you to keep focused on the call, as well as later when you need to review the call. As a bonus, the pad can be an excellent record keeper for all the info from your inbound voice mail messages.
14. Let your prospect know up front you have something valuable to talk about and you will not waste their time.
15. Don't ever call to "check in"...
16. Anytime is a good time to call your prospect for an appointment. Don't wait for the "perfect" time.
17. Be happy on the phone. They will hear in your voice you love what you do. Smile, do your best, and expect results. Pick up the phone.
18. "you never know the day nor hour"
You never know if the next call made will result in the biggest sale ever. Dude, pick up the phone.



19. When leaving a voice mail message, repeat yourself. Say your name at the beginning. Say your name and phone number at the end. Repeat your phone number. Your future client will not have to replay the message to get your name and number. You know what to do.

20. You have a warm lead; they filled out an on-line form and you followed up with an email with your contact info. They don't call back. Pick up the phone; they raised their hand.
21. "Call me back after the holidays." It is after the holidays. Pick up the phone and call them back.
22. Warm Calling vs Cold Calling: You network, get referrals, and meet face-to-face for coffee. Call them back and demonstrate how you can solve the problem they were whining about. These are very warm leads. Pick up the phone.
23. Waiting for the phone to ring = not enough appointments + lousy sales revenue. Stop waiting. Schedule more appointments. Pick up the phone.
24. Stop surfing the Internet. Stop Tweeting, checking Facebook and buying stuff on-line during selling hours. Plan your day full of selling activities including two hours of scheduling appointments. Pick up the phone.
25. Urgency sells. Remind your client the limited supply is almost gone; the price increase goes into effect in two weeks; or their boss will be back from his field trip next Friday. Get excited, and pick up the phone.
26. Holiday weeks: Pick up the phone; it's a short week. Excuse: nobody is working this week. Excuse: I'm tired. The opposite of doing is procrastinating. Your competitors love you.
27. Pick up the phone and call three folks in your Social Network. Convert that virtual relationship into real ones.
28. Relentless Follow Up. How important is it to connect? You've got college bills; or baby needs new shoes. Be aggressive. Pick up the phone, dude.
29. The Dog Days of Summer: Dude, pick up the phone and call a customer you haven't spoken to in a while. If they are on vacation, leave a message telling how much you appreciate their business. It is the little things, like this, that make relationships stronger.
30. Stop Fidgeting. Don't check email, play with papers or rock in your squeaky chair. Only your calendar and favorite pen on the desk. The person on the other end "needs to feel" they have your full attention. Pick up the phone, and smile.

31. Send a text if you are running late. An e-mail won't be read. Sometimes delays are unavoidable; traffic, flat tire, dog or kid puked... Some delays are avoidable "but we had to check Facebook." If you are not going to arrive early, be responsible, send a text.
32. Create the perfect Voice Mail Message. Avoid using these 3 annoying VM messages: Vomit. Bland. Race. Spend some time and practice perfection. "Mike, the reason for my call is 'I have an idea' that may 'increase productivity' of your team." Wow. Ideas are always good and productivity needs improving. Nice message. I would call you back.
33. Call early. Make those important calls by 8am; before your future client gets too busy.
34. Follow Up and Get Right to the Point: How long after you offer a proposal or bid do you follow up? Three weeks ago a sales rep came to the office and wrote a proposal. Haven't heard from him yet. Pick up the phone and get to the point. "Following up to determine next steps."
35. Do you speak slowly? Do you leave your phone number? Does your message say, "Wow, tell me more" or "don't waste my time"? Pick up the phone.
36. End with "Thank You" to Slide Past the Screener. "Good morning, this is Anton Sabinski calling for Emily, thank you." A simple example of assuming the close catches screeners off-guard. They'll put you through before they realize what's happened. Pick up the phone, dude.
37. Stop Emailing and Pick Up the Phone. In an email, it is easy to misread tone and context. Nothing can replace live conversation. How we say things can be as important as what we say.
38. Voice mail messages must be short. If you can't say it briefly, don't say it. Optimal length is 8 to 14 seconds. Remember the 3 B's. Be Bright. Be Brief. Be Gone.
39. Sell with your voice. Don't "um" or "ah" your prospect to want to hang up. Be prepared and confident. Pick up the phone. Make the first call of the day to your voice mail; would you buy from you? Would you?

40. Always Be Considerate. If you can't make the meeting: call, email or text. If you are running late: text or call. Please give us a heads-up. Pick up the phone.
41. Always Wear A Headset. It's a psychological trigger to get ready for business. Game-time. Are you ready for some phone? Hands-free: 1 2 3 pick up the phone.
42. Don't ask "Is this a good time?" It never is and you give your prospect an easy out. Instead be prepared with a question to engage the prospect. Listen. Don't interrupt. Get commitment for the next step. Pick up the phone.
43. Call later. You are more likely to reach the decision maker between 5 and 7 pm. Those pesky gatekeepers have left the building and your prospect will be curious about after hours calls. Pick up the phone.
44. Hang Up. End the call once you achieve your objective. Don't get all giddy with this little success and start rambling. Pick up the phone. Secure the appointment. Stop talking and hang up.

Keep up the good work!

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