

IV. Telephone Selling

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At the end of this segment, you will be able to:

- Understand the basic selling steps
- Turn objections into selling opportunities
- Sell the products of your company in a professional manner

A. Introduction

Name three positives about the selling profession.

1. _____
2. _____
3. _____

Name three negatives about the selling profession.

1. _____
2. _____
3. _____

What selling is NOT!

What selling IS!

Major Selling Steps

1. Plan the Call

2. Establish Interest

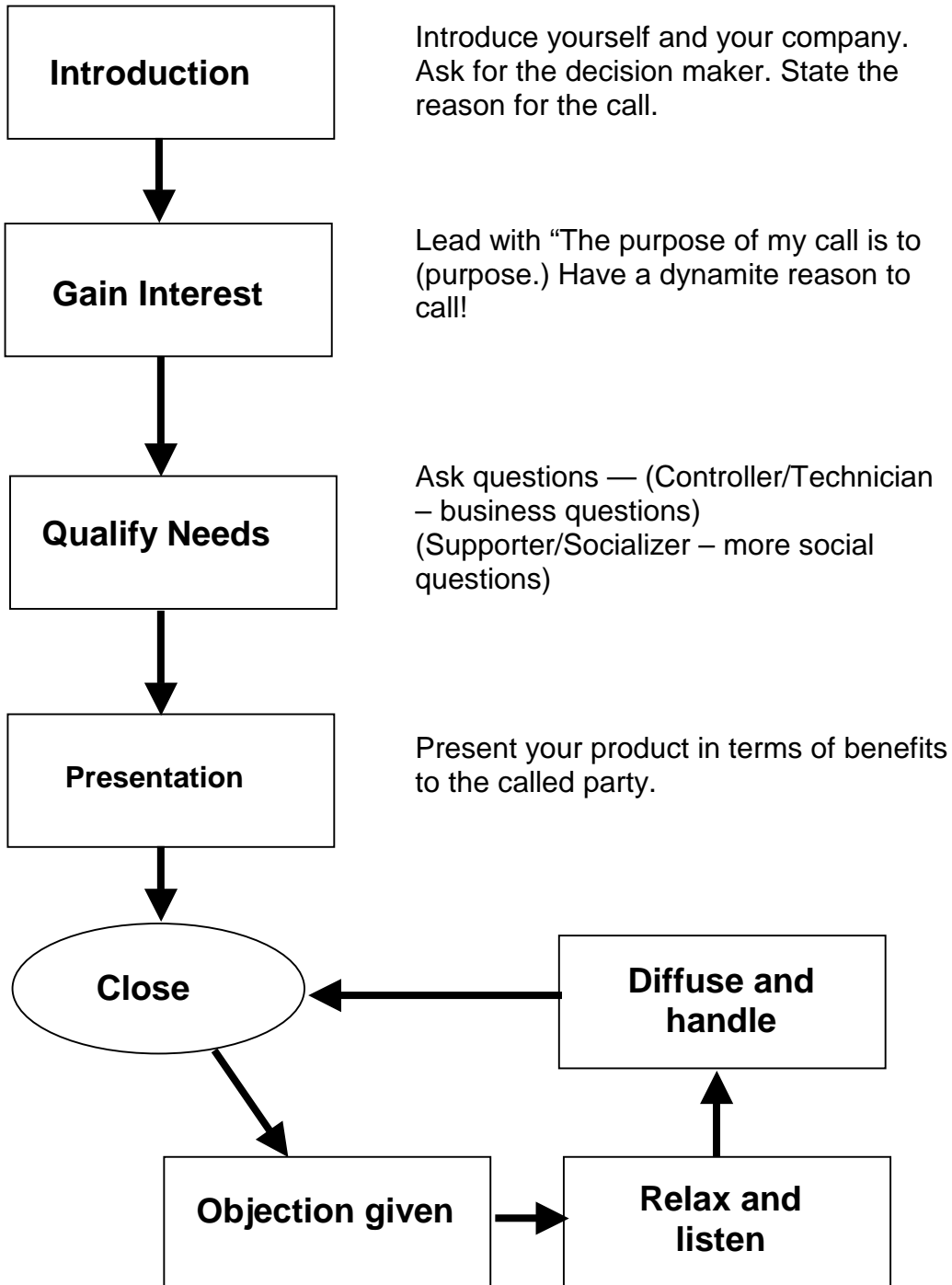
3. Qualify Needs

4. Presentation

5. Ask for the Order

6. Handle Objections

The Call Process



B. Before You Pick Up The Phone

You will convey an impression of yourself and your company to your caller before you ever mention your products or message. The very foundation of your company is **PEOPLE SERVING OTHER PEOPLE**. You will not be successful unless you understand what you are providing for people AND their perceptions of what you provide.

*The first 15 seconds is all the time you have to establish yourself
and create enough interest to hold the listener!*

YOU CAN SOUND

Uncertain
Abrupt
Routine
Irritated

OR

YOU CAN SOUND

Confident
Courteous
Friendly
Enthusiastic

It all depends on what you say and **HOW** you say it. Some people slip into mechanical routine ways of speaking the their voices seem to lose a natural tone. Be sure your voice is really worth listening to!

**EVERYTHING YOU SAY
IS
WORTH HEARING AND UNDERSTANDING!**

Make the telephone “COME ALIVE!”

- Close the gulf that telephone remoteness creates.
- Establish rapport and a relationship with someone never seen.
- Become professional friends with your regular customers.

Your first goal!

To be able to hang up the phone and say, “I relaxed and smiled and the two of us really talked with each other!”

Actually, you are closer to the prospect or customer than you could be face-to-face! Picture trying to speak in the ear of the person if you were in front of him or her.



SUCCESS SECRETS

Relax

Smile

Body and Hand

Confidence

Enthusiasm

Sincerity

Key Words & Phrases

“Thank you” & I’m sorry

Visualization

Be interested

Next Step

Remember:

- Set goals for yourself.
- Prepare for your calls.
- Make the required number of calls each day.
- Expect a definite number of sales and quotes each day.
- Get to the decision maker.
- Listen for what is of value to the prospect or customer.
- Talk the called party's language.
- Be flexible and help the customers meet their needs.

C. The Players

The Players:

The gatekeeper:

The influencer:

What If . . .

You hit a voice mail?

You are not given the decision maker's name?

What if you are asked to have the decision maker call back?

Different Strokes For Different Folks

The Owner:

The Office Manger:

The Purchasing Agent:

The Employee-user:

Your Audience consists of mainly three different teams.

- Active Customers**
- Inactive customers**
- Prospects who could be customers**

Remember to greet called party as if **YOU** owned the company and **YOU** are greeting the person at the front door and the prospect is **YOUR** biggest customer — because

HE OR SHE MAY BE!

Depending upon the Communication Style of the person your approach will be:

Controller:

Supporter:

Socializer:

Technician:

Always expect a _____

D. You Have the Decision Maker

1. Plan the call

Example

You are calling customers who have purchased from you in the past. Review the records of the customers if you can. Make sure you can pronounce the name Correctly. Have information about the Product or service in front of you in order To answer questions.



2. Introduce yourself by name along with your company, and the reason for the call.

Example

Mr. Prospect, my name is John with (your company). The purpose of my call is to acquaint you with our _____ Promotion before it hits the paper. Do you have a minute to talk or shall I call back another time?

3. Qualify needs by asking questions. Questions keep you in control of the conversation.

Example

(Assuming you can proceed) Jim, (Proceed with questions that will enable you to present the promotion about the product or service you wish to introduce.)

4. Present your product keeping in mind the benefits to the prospect.

Example

Jim, many of our customers have experienced real dollar profits because of timesavings with (Your product.) Several have realized (mention the benefits.)

5. Ask for the Order

Example

Jim, We could deliver (or set an appointment date), which would you prefer?

6. Handle the objection

Example

Jim tells you that he doesn't have time to come in. Determine level of interest and then offer to send a salesperson out. Go back to number 5 and ask for the order.

This scenario is obviously in need of development, but it does give you an introduction to the steps of the call.

1. Plan the call.
2. Open the call with a dynamic purpose.
3. Ask questions to qualify and discover needs.
4. Present the product emphasizing benefits related to needs.
5. Ask for the order.
6. Handle objections and ask for the order again.

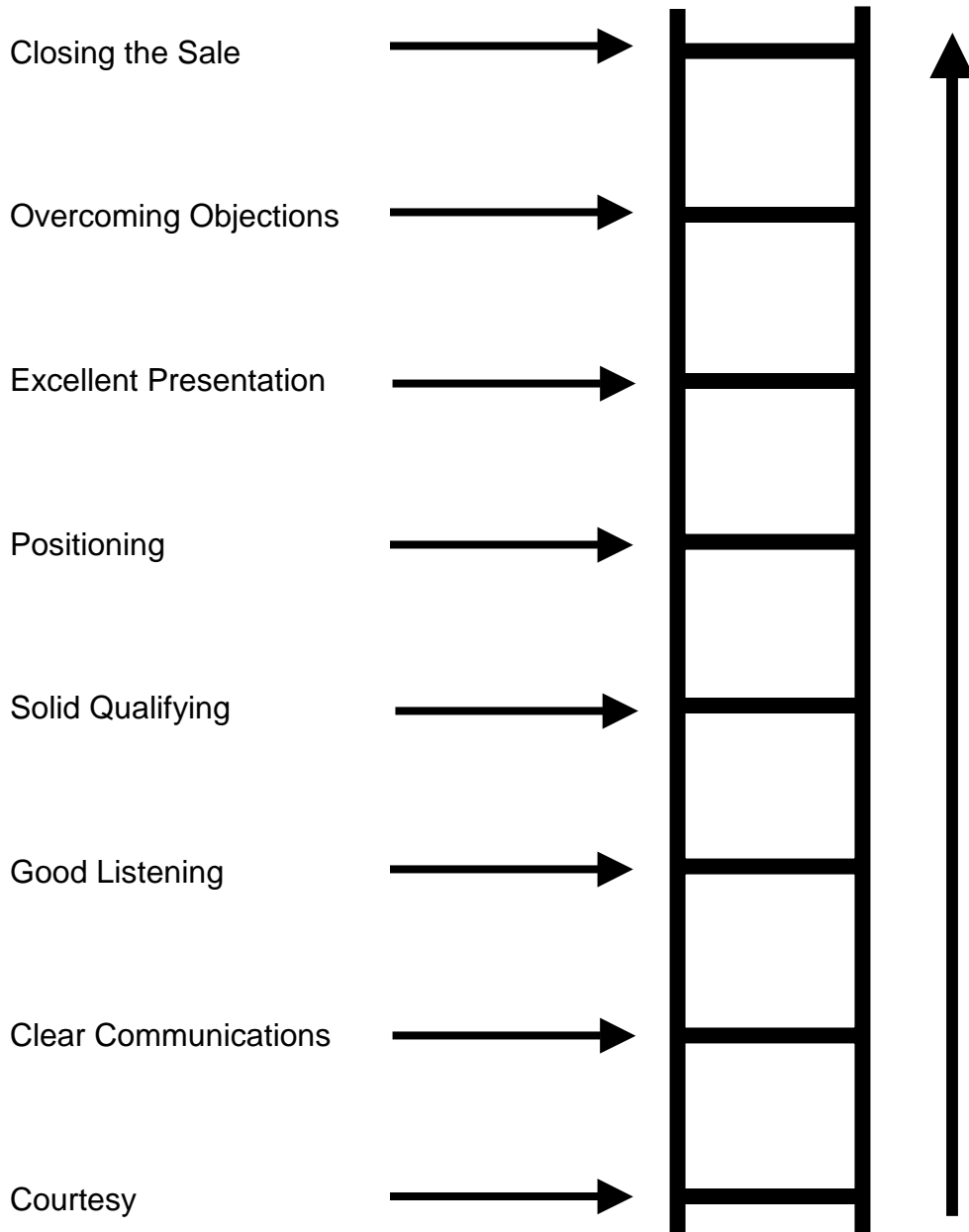
E. Your Selling Tools

Why buy from your company?

Features:

Benefits:

The Ladder of Trust



F. The Focus

The purpose of all phone activities is two-fold:

What's the prospect thinking about while you are talking?

WIFFM

Some ideas about qualifications

Does the prospect fit your profile?

Level of interest:

Questions

Open-ended Questions

Open-ended questions encourage further discussion. They are questions that cannot be answered just with facts. They can cover attitudes, perceptions, concerns, and feelings.



Closed-ended Questions

Closed questions gather facts or information that requires no further discussion. They uncover facts.



Asking Closed and Open Questions

List five questions that you might ask (including both open and closed).
Then identify the type of question and give your purpose for asking it.

Example of a question: When did you buy your _____?	Type Closed Open	Purpose
1.		
2.		
3.		
4.		
5.		

Questions to discover needs

Below list six more questions you can ask to gather additional information about the prospective sale.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Questions to gather information

Below list six more questions you can ask to gather additional information about the prospective sale.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

How to Answer Questions Skillfully

- Acknowledge the question immediately. Don't ignore it, even if you can't answer it at the moment.
- Always give a direct answer. Don't hedge or answer indirectly.
- Answer the question in non-technical terms that the called party can easily understand.
- Answer the questions concisely and clearly.
- If you can't answer the question at the time, tell the prospective customer you will call them back, and set a telephone appointment.
- Stay on track. Don't let the question lead you away from the process you are following.

G. Important News

 need

 feature

 benefit

Knowing the two types of questions to use are important as probing will carry you through the entire selling process. There are, however other skills to master in the professional sales challenge. Understanding the prospect's needs along with the features and benefits of your products that address those needs will bring you selling success

Your customer's need:

Features:

Benefits to your customer:

Facts About Needs, Features, and Benefits

- Features are only important because they lead to BENEFITS.
- People buy because of benefits. To identify the benefits that go with each feature, ask yourself "What's in it for my prospect?"
- The most frequent source of failure in persuasion is the false assumption that prospects know the benefits of your services, and will be thinking of them at the moment they make their decision. Unless the prospect is thinking of the benefits at the moment of decision, the benefits will not register. If they do not register, the person will NOT buy.
- Enthusiasm sells - The first rule of persuasion is "Get enthused!" Prospects are persuaded as much by your enthusiasm and conviction as by the strength of your logic. Enthusiasm leads to interest. Have an animated voice!
- Your greatest advantage is your competitive edge!

What is your company's competitive edge?

H. The Sales Message

The Actual sales message must contain:

1. The **NEEDS** of your prospect that been pinpointed by you from your fact-find questions.
2. The **FEATURES** and **ADVANTAGES** of your product.
3. The **BENEFITS** of the features that will meet the needs of your prospect.

The called party's needs are obvious! They are buying from someone!

Benefit Presentation

- **Review needs**
- **Position benefits**
- **Qualify for benefits**
- **Present benefits**
- **Close with benefits**

I. Mental Preparation

Confidence

Confidence can be developed. You will quickly feel confident with some prospects and not so with others. There are viruses that can attack your confidence while on the telephone. They are called "SALEMENTS" because they infect your confidence and cause you to lose sales.

GEOGRAPHOBIA:

The Cure: _____

REBUTTALITIES:

The Cure: _____

MANAGERITIS:

The Cure: _____

TONITIS:

The Cure: _____

Preventive Medicine to counter-attack salements

Positive self-talk:

Audio tapes:

Visualization:

J. Closing Skills

Closing is responding to the decision maker's needs in such a way so as to effectively motivate action. Closing skills could be defined as persuasion.

The process:

- **Learn the need**
- **Meet the need**
- **Gain agreement**

You know the prospect's need . . . and if you have shown how the benefits of your product fits the needs . . .

THEN ASK FOR A DECISION

And

BE QUIET!!!!

(Frankly, Shut up!)

The two major errors in closing are:

1. Not doing it.
2. Continuing to talk after the close.

THE “A B C” CLOSE

A. Recommend an ACTION

B. Give a BENEFIT of that action

C Ask for a COMMITMENT

Let's see how the script ask for a commitment

After you have described the appropriate products, review the benefits of:

(Some examples)

1. Doing business with your company.
2. The Toll-free number for orders and customer service.
3. New products every month.
4. The quality of your products.
5. The convenience and simplicity of dealing with YOU!

Then the script asks for a commitment!

The script asks the prospect to:

- 2. _____
- 3. _____
- 4. _____

Most common closing questions:

DIRECT

ASSUMPTIVE

ALTERNATIVE

Trial Close Question:

Value of using the Trail Close Questions:

At the end of every call:

K. Objections

Do not object to objections . . . they are very good signs. They indicate that the customer is listening and thinking about what you are saying. It is only human . . . we all first think of why we should not be interested. Then we start to consider why we should. As long as you have anticipated objections with answers prepared before you start the call you will be ready . . . you will not have "that pause which could be fatal."

Objections fall into four main categories:

1. Product/Service objection

Example: _____

2. Postponement objection

Example: _____

3. Price objection

Example: _____

4. Personal objection

Example: _____

63 % of sales are made after the 5th. Rejection.

75 % of salespeople quit after the 1st. rejections

This explains why 25 % of the sales force often produces

95 % of the sales

What to do about Objections?

1. Welcome them and expect them.
2. Listen carefully and respectfully.
3. Make sure you understand the objection.
4. Rephrase the objection and HANDLE it!
5. Stress a benefit of your product or service.
6. Offset objections with benefits
7. Be aware of the person's communication style.

The two ideas below have been successful in dealing with objections:

(Feel, Felt, Found)

"I understand how you FEEL . . . most of our customers
FELT the same way the first time I called them, but they FOUND..."

or

(If it weren't for that)

"IF IT WEREN'T FOR THAT would you?"

Try Your Skill

“I haven’t heard from you in years.”

“I am going to use my present supplier.”

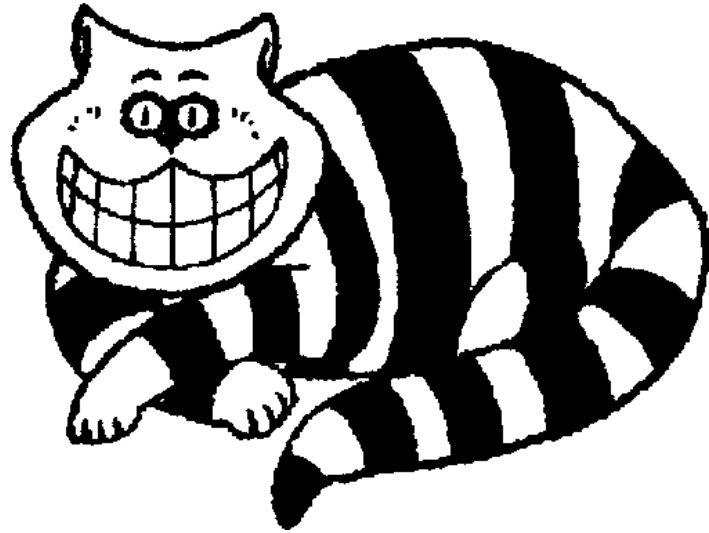
“We buy everything at the local supplier.”

“Your prices are too high.”

“ We buy from mail order.”

“You’re too far away.”

Give some examples from your experience.



Happy
Selling!