

MASTERING THE CALL



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Mastering The Call

If you get one or two tips out of this list it has been worth your while to read.

"The smart coaches know that their team needs daily motivation and practice to stay focused. If a player doesn't get help at training they won't succeed, an employee is the same and they will eventually quit because they are not successful and they lose more deals than they win".

1. Prepare

- Note Pad
- Profile information on the customer your calling (Who is main driver, finance information etc)
- Review all notes
- All contact information. (Home, Work, Mobile numbers, email) if you can't reach them you can't talk to them!
- Always have a reason for the call that is a benefit to the customer
- Have a great attitude
- SMILE

2. Verify the customer's names

3. Respect them and their time,

- "Have I caught you at a good time"
- "Is now a good time to chat"
- "Convenient to chat for 55sec"
- "Sorry to call unannounced the purpose of my call is"

4. Introduce yourself and your company

5. Reason for Calling (make it direct) and benefits the customer

6. Set an appointment (Morning or afternoon, then offer a time)

7. Text confirmation of appointment (send video of the car they are looking at)

8. Don't be desperate

9. Make the call relevant

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