



TELEPHONE TIPS #2

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Phone Sales Tips #2

If you enjoyed and learnt something from # 1, hopefully you will pick one or two things out of # 2.

"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"

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

I have always believed in the old saying "You are never too old to learn".

- Don't procrastinate making the calls commit and do it.
- Just be yourself when calling your prospects
- Practice so your scripts don't sound "Scripted" if you wing it you could miss asking the right questions. It's important to just sound yourself.
- The call is about them not you
- Confirm the next step before you end the call
- Always state the purpose of the call
- When leaving your number in a message repeat it again
- Keep voice messages short under 20 seconds
- Speak clearly, precisely and confidently
- Set daily dial goals
- When prospecting call early and call late
- Best days to make sales calls are Tuesday, Wednesday, Thursday
- Best time to call is between 11am and 12 noon, just before lunch or 4pm to 5pm before they go home or after 5pm when they are driving home
- The worst times are before 10 am.
- When you get an enquiry off the internet you need to follow this up within 15 minutes if possible.
- Follow up, don't give up after the 2nd or 3rd attempt, it may take 6 to 12 attempts.
- Four important words "How Can I Help?"
- Treat everyone with respect
- To stay really engaged with your customer pretend every call is your first with them
- Don't be afraid to pick up the phone, remind yourself of your personal, financial and career goals.

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Your online and/or onsite Professional Sales and Business Coach

Ian Parker Management Group