

David Staughton

TOP TELEPHONE TECHNIQUES

USING THE PHONE TO MAKE MORE MONEY

Phone skills techniques that really work
How to build rapid rapport over the phone
Best questions to ask and using phone scripts



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Chapter 1

That Which Defines Success

“The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will.”

—Vincent T. Lombardi

It's pretty simple. In life, there are two types of people. The folks who make your day, and those who don't. The kind of people whose voices your heart rejoices to hear, and the sort of people whose voices make you want to roll your eyes and grumble.

That's how it is. And believe it or not, this applies to people like you and I—people who use the telephone not only for social interaction, but for professional purposes too. In fact, I'll go so far as to say that it applies especially to us.

The art of sales calling is just that—an art; as such, it is perfected only by time, experience, and plenty of practice. You have great capabilities to hone your skills, formulate strategies for success, and reap the benefits of each victory call. You have the opportunity to both make someone's day and convert a call into a client! Did you know that you wield so much power? Your voice, your attitude, and the telephone are the only three weapons in your arsenal that you need in order to convey your information, create a relationship, and win a sale.

“Make someone's day and convert a call into a client? Sounds like a plan!”

Chapter 1 | That Which Defines Success

I'm here to share tips and techniques that will give you a foundation to build upon. Think about it. Why reinvent the wheel? Take this wheel, mold it to your own liking, and gun your engines forward into the horizon of aspiration.

In this book, you'll find the ingredients to whip together your masterpiece: The perfect sales call. We'll examine tips, tricks, and techniques for:

- Strategizing the order of the conversation
- Perfecting inbound and outbound calls
- Creating a perfect first impression
- Building rapport with your clients
- Qualifying your clients
- Deciding what—and how—to ask
- Creating phone scripts and call sheets
- Discovering your prospect's buying and calling motivators
- Using body language to your advantage
- And turning that call into a contract!

Copy what you like, follow what works for you, and improve it as you go. I guarantee that with your dedication and drive, you will make a better sales call today than you did yesterday.

And tomorrow, it will be even better...

TOP TELEPHONE TECHNIQUES **USING THE PHONE TO MAKE MORE MONEY**



Chapter 2

The Lifeblood of Today's Business: The Phone as a Marketing Tool

“Who could have foreseen that the telephone bells have done to ring out the old ways and to ring in the new; to ring out delay and isolation and to ring in the efficiency and friendliness of a truly united people?”

—Herbert Casson, 1910

The word itself—telephone—is derived from Greek words that translate into far speaking. And the invention certainly lives up to its etymology, keeping people connected whether they're separated by one wall or two oceans.

Alexander Graham Bell likely never imagined exactly what a breakthrough the telephone would prove to be in the business world. And it's hard to pinpoint exactly when the first sales call in the world ever took place via phone. But within the 20th century, the phone evolved enough so that the telephone subscriber could purchase two phones (one for his home and one for his shop) and then even three or four pairs so he could talk with suppliers and other shops. In time, the telephone revolutionized how things were communicated and done, and continues to drastically influence everyday business interactions with every new gadget and amendment to technology that emerges.

Chapter 2 | The Lifeblood of Today's Business: The Phone as a Marketing Tool

It's no exaggeration to say that telephones have become the lifeblood of today's businesses. Continuously innovative, intricate with their own code of management and etiquette, and indispensable. You've guessed what that means. He who masters the telephone?

Likewise indispensable.

"Telephones have become the lifeblood of today's businesses."

In fact, recent research has shown that...; telephone marketing is a nearly *\$500 billion a year* business. The average American gets called two-three times a day by telemarketers. 50 percent of the folks targeted by telemarketers are 50 years old or older.

However, with greater opportunities come greater responsibilities—and greater room for error. Consider these facts drawn up in the United States:

- 98% of 1.78 million people who responded to one online survey said that telemarketing calls made them "angry".
- Half of Californians polled in a survey said interruptions from telemarketers irked them more than other unpleasantries; namely: sitting in traffic, doing their taxes, or waiting in an endless line to get a driver's license. Yikes!
- The Federal Trade Commission received 17,423 complaints about telemarketers in 1999; an eight-fold increase from the 2,260 reported in 1997.
- According to the National Fraud Information Center, people lose billions every year to fraudulent telemarketers—and one in five people don't even report the fraud, because they are "embarrassed," adds the National Association of Attorneys General.

But here's the good news: You don't have to be a part of those statistics! In fact, you shouldn't be—and, by gaining knowledge and experience, you never will.

It's been estimated that:

- **75% of people** will only respond well to you because of your voice! In contrast, only 25% will respond based on the words or phrases you use.

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- **50% will not be willing** to respond in any circumstance; 30% will be pleased to take the call and chat; but converting the remaining 20% is what really tests your abilities as a marketer.
- It may take **up to seven calls** before a decision to buy or make an appointment is solidified. Patience is a virtue, evidently enough.
- It's most effective if the prospect or client speaks **70% of the time...** which means you should only take up 30%.

While there is a profession called **telemarketing**—and according to the US Bureau of Labor Statistics, there are no less than 8,850 telemarketing companies employing about 511,000 people—not everyone who practices telephone marketing is a “telemarketer”. You might own or work at any sort of business, and take on the role of telephone marketing for the benefit of your company. The same principles and strategies still apply.

Do I Really Have to Cold Call?

It's easy to understand why many businesses are so enthusiastic about incorporating the telephone into their marketing strategies—and are happily reaping the benefits. On the other hand, it's also clear enough why many businesses **don't** take advantage of this tool. They consider it impersonal, or scary, or a waste of time. In reality, nothing could be further from the truth. Polling the folks at my latest webinar, I came up with these astounding results:

- 46% of people don't practice cold calling at all
- 12% dare to call potential alliances
- 19% dial up potential customers
- 19% try cold leads which have been supplied
- 4% do any and all kinds of cold calling

I personally do lots of work with companies concerning inbound calls, and have accumulated extensive experience concerning the hows, whens, and what the benefits are (most obviously: more sales!). But I wasn't always this way. When I started my own business in the functions industry, cold calling was what made the biggest difference for me. Once upon a time, we picked up the phone when it rang, managed to mull together some basic information, and usually failed to make our prospects buy. That's what you can call a pretty poor conversion rate.

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The Lifeblood of Today's Business: The Phone as a Marketing Tool

Things rapidly changed once I learned a few essential phone techniques. Things started to pick up... suddenly, we were doing really well. And it all started with having the guts to make a cold call...

Still, cold calling intimidates people. When you “warm call”, at least you’re calling someone whom you’ve been introduced to somehow, perhaps referred to by a friend, or who has shared something on your website; “cold calling”, on the other hand, is when you’re calling up out of the blue. That’s a lot more daunting, but it can be just as handsomely rewarding. It could take just a few moments to go from getting yourself together to getting yourself gold.

Pros of Telephone Marketing

- 1 ■ The phone is cost effective, generally reducing the amount of time and energy a person needs to spend per client. (And with a good phone plan already in place, these extra sales pitches shouldn’t cost anything extra.)
- 2 ■ It’s easy to get in touch with many more people in one day without even having to leave your office, waste time on the road, or eat up gas (sometimes in vain).
- 3 ■ It’s also easier to obtain phone numbers, whether through the purchase of a sales lead list, or by adding an opt-in on your website, or by browsing through a phonebook.
- 4 ■ There’s less pressure on the caller—you can worry a little less about your appearance and body language (although you’ll see that those can play a significant role, too; hence the “little”!)

On the other hand, a sales call can easily be turned on its head. Good intentions can fall flat on its face pretty quickly if it isn’t securely supported by a good plan.

Cons of Telephone Marketing

- 1 ■ You probably have experienced your own personal share of unpleasant phone calls over the years, and it’s not surprising to read that many people aren’t interested in (and even get enraged by) sales calls.
- 2 ■ You have to be extremely careful by knowing your audience, your approach, your agenda, your questions, and your answers.

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The Lifeblood of Today's Business: The Phone as a Marketing Tool

- 3 ■ If the call doesn't go well, it's much easier to lose a sale; a person can hang up on you a lot more easily (and less self-consciously) than he can walk away.
- 4 ■ You only have your voice to use in this first impression! Truth be told, nothing beats face-to-face interaction. The connection, chemistry, presentation, body language, contact, and the genuine tone of voice are all impossible to replace. But, as you know, time is money!

Keep in mind that making a sales call or pitch is like anything else in the business world:

"You have to strategize in order to succeed."



Chapter 3

Strategizing for Success: Get Your Order Straight!

“To be in hell is to drift; to be in heaven is to steer.”

– George Bernard Shaw

So, how does it all begin? Any phone call—as any interpersonal interaction—is made up of three phases:

- 1. The Beginning**
- 2. The Duration**
- 3. The End**

That’s straightforward enough. Now let’s outline a very basic run-through of a typical call...

- 1. The Beginning**
 - a. Greeting
- 2. The Duration**
 - a. Build rapport
 - b. Get on a (first or last) name basis
 - c. Control the call
 - d. Ask a lot of questions
 - e. Become your prospect’s friend

Chapter 3

Strategizing for Success: Get Your Order Straight!

3. The End

- a. Transitioning
 - i. Ask if you can help
 - ii. Ask to put your prospect on hold
- b. Closure
 - i. Thank
 - ii. Remind
 - iii. Hang up last

Now let's break that down even more...

The Beginning

The beginning of a phone call conversation is the most important part of the call. It makes all the difference in the world in regards to your potential client's decision: to either keep the phone cradled to his or her ear and hear what it is you want to say, or to refuse your questions and hang up on you.

In this critical beginning, therefore, you have a very important mission—to attain the interest of the listener. This mission includes disclosure of the following information:

- Your company's name
- Your own name
- Your reason for calling (i.e. to inform if it's an outbound call; to thank if it's an inbound call)
- Whenever possible and appropriate, mention the prospect's name (but don't overdo it)

In a nutshell, your greeting should be cheerful, straightforward, and professional. I'll let the following two examples shed some light on what I mean...

Scenario 1:

- "Hello, you've called the Smiths."
- "Yeah... I'm looking for the owner with a car."
- "The owner with a car?"
- "For... yeah... you know, we could help you a lot."

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Strategizing for Success: Get Your Order Straight!

- “Help me with what?”
- “With your car. Don’t you own a car? C’mon, seriously, everybody owns a car..”
- “Excuse me, who are you?”
- “No, I’m calling about you. Um, what’s your name?”

Scenario 2:

- “Hello, you’ve called the Smiths...”
- “Hello! Mr. Smith? Good morning, How are you doing today? I’m calling from Mega Car Inspection. My name is Mary Jane.”
- “Hi, Mary. Okay.”
- “We’re offering a very unique deal right now on annual car check-ups. Have you ever had your car serviced by us before?”
- “Hmm, no, I don’t think so.”
- “No problem. I’ll just take a moment of your time, thank you for staying on the line with me. You may be familiar with our practice of [...] There are a few important differences concerning this specific offer [...] Yes, excellent! Couldn’t have said it better myself [...] So, it sounds like our next step is to schedule an appointment for your free consultation before approximating the date of your check-up, what do you say? [...] Thank you, Mr. Smith, can we schedule you in for Friday morning? [...] Wonderful, thanks so much for your time! We look forward to seeing you. I hope you have a lovely day.”

See the difference? It’s kind of a no-brainer to figure out who converted that call into a client... and who converted that call into a full-on hollywood-worthy-explosion crash.

The Duration

During the call, keep the ball in your court, and make sure the client is playing—but playing your game. You want to control the call. Remember, the person who initiates the call is always the one who is initially in control. This might be an inbound or an outbound call. You need to get as much information from your prospect as possible while also giving him or her healthy doses of how you can help him or her.

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Strategizing for Success: Get Your Order Straight!

You can control the call by:

■ *Asking a lot of questions; find out more about your prospect and get the information you need!*

- **Identify the person:**
 - ◆ Name and contact information
 - ◆ How did he or she come to hear of your business (an ad in a publication, word of a friend?)
- **Identify needs:**
 - ◆ Why is she calling?
 - ◆ What information does she want?
 - ◆ How can you help him or her define his or her needs and offer solutions?
 - ◆ Who is deciding?
 - ◆ What else does he or she require to be satisfied?

■ *Building rapport*

- Make him or her feel good about his or her ideas, decisions, and choices; a little kindness goes a long way!
- Agree sincerely; acknowledge positively.
- Mention his or her name often.
- Become your prospect's friend.

■ *Divulging information slowly*

- Feed her the benefits—the goal is a decision based on value for money, and not price comparison alone!
- Don't give the price right away
- Use open-ended questions

The End

You'll typically close a conversation in one of two ways: with a transition, or with closure. Transition, otherwise known as "putting on hold," must be conducted as politely and professionally as possible. It's a weak point; your prospect can slip away more easily at this unmonitored time than at any other moment in the conversation, especially if the call is not forwarded in a timely and expectant manner.

Chapter 3

Strategizing for Success: Get Your Order Straight!

Transferring the Call

When you realize that the call might have to be transferred (or if the client requests it herself), you have a couple of options:

1. Ask if you can put him or her on hold, and—this is important!—wait for his or her response. You want to make sure the prospect knows what’s going on and that you’re both on the same page about this.
2. If the person in demand is unavailable, explain that he or she is with a client or at a meeting, and ask if there is any way you can help him or her instead.

Whatever you do, **don’t** ask him or her to call back—you may be dealing with a prospect’s temporary interest; he or she may be enthusiastic now, but that enthusiasm may fade in a moment if you don’t keep the fires fanned. He or she might never call back again, either because he or she forgets or he or she gets busy with something else or he or she no longer considers it important enough. Work with what you have—now!

**“Don’t ask your prospects to call you back.
There’s no guarantee that they will.”**

Ending the Call

When your duty is done and it’s time to say goodbye, how you say your farewells is almost as important as what you say. Remember this is the last impression you’ll give the prospect, for now: last impressions are lasting for a reason.

No matter the type of call, here’s a basic three-step rule for closing a call:

1. Thank your prospect again for his or her time and his or her consideration/cooperation/collaboration.
2. Remind him or her of the next step (Appointment? Delivery date?)
3. Hang up last. Hearing a click on the other side of the phone sounds harsh and final, and that’s definitely not an impression you want to leave your prospect with. Remember you’re servicing his or her needs; be attentive until the end.

The way you wrap up the call is the last impression—and possibly the most vivid instant that your caller will remember. Aim to wrap up more politely and personally than with a See you, bye. How about, Thank you, Mrs. Smith. It was a pleasure to assist you. Take your time at the end; sometimes there is another question or another window of opportunity, and you never know when you can always get a bit of extra business!

Chapter 4

What Kind and How Much? Different Types of Calls

“You must know that in any moment a decision you make can change the course of your life forever: the very next person standing behind in line or sitting next to you on an airplane, the very next phone call you make or receive [...] could be the one single thing that causes the floodgates to open, and all of the things that you’ve been waiting for to fall into place.”

—Anthony Robbins

Your measurement of success depends on your criteria for success. And your criteria depends upon the type of call. Calls are generally classified into two general categories:

■ **Inbound (initiated by the customer/prospect)**

- Referral lead call (from alliance, supplier, or personal source)
 - Prospect enquiry
 - Details-seeking calls
 - Alliance calling
 - Supplier calling
 - Personal calls
-

Chapter 4

What Kind and How Much? Different Types of Calls

■ Outbound (initiated by you, the company representative)

- Sales calls
- Fund-raising
- Contact list updating
- Surveys
- Verification Services
- Details-seeking calls
- Alliance calling (warm calls)
- Follow-up calls

Phone calls can be otherwise differentiated between high stakes calls and low stakes calls. High stakes calls are significant, valuable, business-oriented calls. When you're speaking to someone who is obviously a prospect, the potential deal in the making makes this a high stakes call; calling someone who is an alliance raises the stakes even higher, because there's a potential string of deals involved. On the other hand, a more personal call has less at stakes; thus, a low stakes call. This might be a follow-up call or a survey call.

It's important to question yourself with each call:

How much is this call worth?

You can figure this out by dividing up your new clients (or potential prospects) by how much time and effort and money you put into marketing each of them. If you're talking to either a prospect or a supplier or a potential alliance who could give you some leads, you're taking on a call that could otherwise cost you \$100 in time, energy, and money for marketing. Given a high return on investment, some calls can be priced very high.

"Know your purpose for calling".

Whatever the call is about, it's important that you're straightforward about your purpose. The client has a right to know "what's all this about". You can explain the process (the outline of the conversation) or the agenda (the content of the conversation). I like to call that part the Signpost. (Otherwise known as "setting the agenda".)

- Look, this process is going to take about 15 minutes. I'll need to gather some information. And then afterwards, I'll be able to tell you what your options are. I will also need to ask you about some sensitive information, perhaps about your taxes and about your finances. And at the end of it, we can set up an appointment. Does that sound okay?

Chapter 4

What Kind and How Much? Different Types of Calls

Some people will say yes. Most Australians will say yes. As a matter of fact, an estimated 80% of Australians will be quite happy to cooperate with your agenda. Most of us are straightforward, communicative, and relationship-oriented. Then again, you will stumble across people who go, “No, just give me the price”, and are clearly very results-oriented. You’d have to go with what they want, steering the conversation very gently. After all, it’s all about the customer.

Always know what outcome you’re aiming for. What’s the purpose of this phone call? To secure an appointment? To follow up on a sale? To ask for a commitment? You always want to end with a call to action, whatever that action is.

Follow-Up Calls

Follow-up calls give you a little more breathing room, because they are important but not necessarily urgent. If you’re in a really bad mood, don’t pick up the telephone or make the call. You know when is the best time for you to call; are you a morning person, an afternoon person? First, get yourself in the zone. Go for a walk, think happy thoughts, focus on what you’re grateful for, and do whatever you need to do to banish that black cloud! It’s very likely that you’ll make someone else’s day, and simultaneously your own.

We can classify follow-up calls into five categories:

- 1.** Prospect Follow-up Calls
- 2.** Post-Settlement Follow-up Calls (the happy chat where you can get some repeats, referral business, and numerous leads)
- 3.** Past Client Calls (just touch base with them after a while to make sure they’re doing all right and to see if they’re up for more business; you might also attain more leads or networks).
- 4.** Past Prospect Calls (these are the folks who didn’t buy from you the first time, but they seem promising; give it another shot!).
- 5.** Alliance and Supplier Calls (to keep those important relationships alive):
 - Find out what it is that they like talking about! Work? Weekend trips? Hobbies? Family and friends? Travel plans? Referrals?
 - Most referrals do not get thanked, and they usually don’t get enough feedback on their referrals. Speak up and make a difference—and a good impression.

Chapter 4

What Kind and How Much? Different Types of Calls

- Tell them success stories, given them potential leads and instructions, share news, updates, and event invitations.
- Let your colleagues know about your progress; sometimes, they will refer your business, because it's in their area, or it's too hard or time-consuming for them personally; sometimes, your colleagues will actually give you work which is interesting... so never close the door.

A follow-up call shouldn't be underestimated, either. When you offer your services to someone, they may say no, of course. But we usually mistake this as translating into: "No, never". What it really means is: "No, not right now". Because who knows what tomorrow will bring? In three months, six months, nine months, maybe they're ready to do business; they got a promotion and make more money now, maybe they got married, maybe their car was crashed... life can change in an instant. Something could happen at any time to change their minds.

"No only means: No, not now."

So then what? They get a call from you; pitch them again, send them something else; go back and contact them. It's doesn't have to get complicated: "Hi, it's Dave here from Big Hat. I'm ringing to see how things are going" ... and then give them a purpose: "I'm calling to tell you the government's just given away some more money ... I am calling to tell you that there's an opportunity for a new car, and I remember from our previous conversation how this interested you".

The truth is, for better or for worse, that you can only have so many relationships. See if you can classify your tops tens: the top ten people who give you the most business; the top ten clients and; the top ten referrers. Invest the most time and energy with these folks. Then there's the one hundred other people who are your Influential 100: the folks who could send you the most amount of business, the ones you want to be regularly calling. Then there's a thousand people who are your valuable acquaintances: these are the people to whom you must wave when you drive by, meet them at events, send them materials by e-newsletters, facebook events, and other such social mediums which allow you to reach many people simultaneously.

- Top 10's – Investing Relationship
 - Top 10 Clients
 - Top 10 Referrers
 - Top 10 Alliances
- Top 100 – Regular Calls
- Top 1000 – Frequent Updates

Chapter 5

The First Impression

“Go ahead. Make my day.”

– Clint Eastwood (Dirty Harry)

You'll make a first impression whether you want to or not; it's inevitable for everyone. You get only one chance. Seven seconds is the average length of time you get to make a first impression.

In person, 93% of how you are judged is based on appearance and body language; your spoken words account for just 7%. Over the phone, however, the dynamics get turned on their heads: at least 70% of how you are perceived is based off of your tone of voice; no more than 30% is based on your words.

“It's not what you say—it's how you say it.”

Did I mention? Your greeting is so critical! Here's how to make the best of it:

1. Build Rapport

- a. Be friendly!
- b. Smile—believe it or not, smiles can always be heard over the phone
- c. Never “take it out” on a client

Chapter 5 | The First Impression

2. Show Respect

- a. Pick up the phone *almost* immediately (after 2-3 rings; “immediately” is uncanny, and “tardy” is negligent)
- b. Always speak before you have to put him or her on hold
- c. Always be polite and professional

3. Be Prepared

- a. Always have an initial greeting rehearsed
- b. Always introduce yourself
- c. Have a strategy of how the conversation will go and how you can control it
- d. Always have a pen and paper at the ready to jot down anything

“Smile! Smiles will be heard—and appreciated!—over the phone.”

There are many ways of answering the phone. Many people like to begin with “Good Morning!” or “Good Afternoon!” but that can potentially backfire. What if you’re calling a detail-oriented person who gets freaked out because you called around 1pm and bid him or her a “good morning”? That’s certainly not a good start.

Ditch the acknowledgements to the sun’s placement in the sky. You can’t go wrong with a specific greeting like, *Welcome to Dave’s Business. This is Dave* (for inbound), or *Hello, I’m calling from Dave’s Business, this is Dave* (for outbound). And this part’s important too: *You’ve got to finish with your name!*

Why?

Well, because immediately you’ve got an 80% chance that your caller will reply with his or her name in turn, and then he or she will also get straight to whatever it is that he or she’s calling about: *Oh, look. I’m calling about this ... Do you do mortgages? ... Can I have this?*

Even more important is your *tone* of voice—especially the tone with which you introduce yourself. The client will pick up your mood from how you say that very last word. When I say *This is Dave*, and slightly raise my voice at the end, it sounds a lot friendlier; he or she’s more likely to answer gracefully, too. If I greet him or her with, *This is Dave*, and I sound lethargic and flat-toned, he or she’ll wonder why I even bothered to pick up the phone (and he or she won’t do it again for me, either). If I greet him or her with a menacing or annoyed *This is Dave*, he or she’ll naturally assume that it’s a bad time to call. If you’re in a hurry, stressed, relaxed, happy, indoors or outdoors or walking in traffic—he or she’ll pick up everything.

Chapter 5 : The First Impression

Put a lot of effort into that last word. It's about enthusiasm! It's about smiling! It's about being genuine. And it'll jumpstart your conversation on a very positive note.

Remember, your name is the last word in the greeting. Don't tack on a *how many I help you yet*. That just buries your name, and your caller may not reply in turn. Killing off all the words after your name may make all the difference. It usually takes just a couple of weeks in order to see some phenomenal results.

There's your first challenge.

You literally set the tone of this phone call. You already know now that the person who initiates the phone call is he or she who is initially in control. Using the power of your first impression and your instillation of rapport, you have the capability to take control and lead the conversation exactly as you need to.



Chapter 6

Retaining the Attraction

“The most effective way to achieve right relations with any living thing is to look for the best in it, and then help that best into the fullest expression.”

- Allen J. Boone

Building Rapport

What is this, then, about rapport? Rapport builds a foundation for trust, confidence, and cooperation. It's another word for describing that “in sync” feeling you get when you're on “the same wavelength” with another person. This connection can be cultivated through empathizing, mirroring (physically, emotionally, and tonally), and establishing commonalities through shared interests, dislikes, and situations. Remember that a little bit goes a long way. It's a win-win situation; your customers feel great, and your business gets a big boost.

Appreciation

There's a universal desire in the world, no matter your age or gender or nationality. It's the craving for appreciation. If you're savvy and if you're kind, you can learn to use this very powerfully in your favor.

“80% of people in Australia feel underappreciated.”

Chapter 6 | Retaining the Attraction

That means, even if you just thank people for calling, they are immediately more receptive and polite in turn.

- ***Thanks for calling Dave Staughton...***
- ***Thanks for calling back...***
- ***It's great to hear from you!***
- ***Thanks so much for calling...***
- ***I really appreciate the recommendation...***
- ***Thank you for sending that.***

Again, it's a matter of personality; some people will offer or accept appreciation more easily than others. As I've said, in Australia, many of us are relationship-oriented people, and we appreciate a little preparation and appreciation.

Acknowledging another person's contribution to the conversation can also strongly enhance the rapport between you. Make your callers feel good about their ideas, decisions, and choices. Compliment their opinions. Agree when you can, without sounding insincere. *What sort of property are you getting? Oh, great. Sure thing. Absolutely. Terrific. Amazing. Wow. Really? Yes, that's popular. Yes, we can do that. Nice.*

Give lots of positive feedback. If you're genuine, you can make them feel special. If you're faking it, on the other hand, many people will pick that up.

Show them the love.

Mirroring

Mirroring means getting into the rhythm of the person with whom you're interacting. Physically, this may mean that your posture and body language reflects his. Although not easy to pick up on the phone, you can probably tell that a brisk-voiced action-oriented person is probably sitting at the edge of his chair instead of lounging languidly on some couch. Regardless of this, you have to be aware of your posture and your own body language. Even though it's invisible to the other person, the results carry over into your tone and words...

Are you generally a fast or slow talker? Not sure? Ask a few of your colleagues, see what they think. Incredibly, you can guide yourself to speak faster or slower depending on circumstance. You probably do this already, to some extent; if you actively pursue it, however, it's guaranteed that you'll build better rapport with the people you communicate with.

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It's fascinating and exhilarating to have a chance to speak to such a diverse myriad of people—and it's pretty awesome to know that you have the capability to take on each of them, and mirror them decently enough to make a connection and—hopefully—a conversion. While there are as many different types of people as there are people, it helps to do some general categorizing to give you an idea of how you can react and mirror them.

“Go with the flow. Their flow.”

Usually, I'm a swift talker. In fact, I probably talk too fast and too loud for many people's standards. But on the other hand, I'm very adaptable. I can match another person's speed and tone. If I'm with an inbound call and the pace is very relaxed and fairly soft and slow, I will actually soften and slow down as well. I realise that, for my client, my typical rapid speech implies impatience, may be difficult to follow, and results in me having to repeat myself over and over. On the other hand, if I slow down to the point that I'm fairly drawling, I might convey lethargy, forgetfulness, and lack of vitality. No bonus points there.

Even more interesting is when you can get yourself to match the style of the other person. Some people will ring you up and snap right to it: *Right. I want this, this, and this.* Boom. They want results and they want them now. You're against someone who's very direct and results-oriented. Rebuffing your friendly advances might hurt, but it's not personal. They are simply Straightforward in their manner. Let's call them Straightforwarders.

Sometimes, they want the ugly bits first. They want to tackle them head-on without the softening cushions of small talk or pleasantries. *Look, what's the fee for the loan? ... How much is it going to cost me? ... Can you get me a permit for this? ... What's your best rate?* Sometimes, they're ready for something uglier, like a confrontation: *Look, I've had trouble with you guys before. I want this, this, and this. Can you do that or should I just hang up and find someone else?* The trick here is to ask the right questions—in the right way—to get them into a calmer frame of mind before you do anything else.

“Knowing *what* to ask and *how* to ask helps you avoid confrontation”.

On the other hand, you've got the Talkers. They like to share and they like to talk. And they like it when you talk with them: *Oh, hi. How are you today, Matt? And how's the dog? And how's the cat? And how was that trip to Vietnam? And how was this? And how was that?* Small talk makes the world go around for these folks, so be sure to cultivate some rounds of small talk on the phone. You might have to go from two to five rounds

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of small talk until you can bring them back to the topic: *Just getting back to your loan there ... Just getting back to your application ...* The Talkers are more likely to let you build a relationship with them, but keep in mind that at the end of the day, you've got to close the call and get results.

Then you've got the Tree people. They're the ones who want to zone in on the details, who can't focus on the entire forest. They're phenomenal on a micro-level scale, and they want to talk about the details. Then there are the Forest folks. They'd rather focus on the big picture instead of the dot points: *Can you get me a loan, yes or no? ... This is roughly what I want. Could you fix it up? You can fill in all the details.*

Don't forget the Storytellers. Every single time you ask them for something, they give you a story. My beautiful daughter Brooklyn is a master storyteller. Every time I ask her, How's school? She goes, Well... And I'm perking up my ears for a story. Everything comes with a twenty-minute explanation. There's no *Just give me the answer* scenario here.

Finally, you've got the Process People. They have a set way of doing things, and they would really prefer if you don't muss up their agenda. *Look, first I do this and then I do that. Then I do this...* It's best not to argue.

Match the style, build rapport, and make everybody happy.

The Name of the Game...

Depending on the formality of the culture, you're calling this person by his first name, Mr. Last Name, or Sir. If you're using his name, be sure to use it frequently, but without going overboard. There really is a middle-of-the-road scenario here, which is best. There are some telemarketers—this one guy selling print cartridges whom I spoke to a while ago was my favorite—who will grab your name and squeeze it out until there's nothing left but frustration, and you're not sure whether to hang up or laugh: *Yes, John. No, John. Three bags full, John. What about this, John? What about that, John? John, John, John...*

It's classic. And tragic. You'll probably close the phone before you close the deal.

You can use his name once, twice, or even three times early in the conversation: *Thanks for calling, John ... John, so I can get a better idea of what you want, can I ask you a few quick questions? ... That sounds great, John.* Leave some phrases name-free and unfettered in between those.

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Showing Respect

Practice extra formality on the phone. Something that is said abruptly in person can be softened by a smile or similar soothing body language. Over the phone, you only have your voice as your tool. Smile. Take a deep breath (not too deep—they'll think you're suffering a panic attack or something). If you're in a country that works on a first-name basis, like the United States, obtain and use his or her first name generously; if your community values more formality, use "Sir" or "Ma'am." Ask before you put him or her on hold, do your best to answer any questions he or she may have, and keep it polite and professional no matter what happens.

Being Prepared

Cover For Me!

How many times have you tried reaching someone, only to have the person on the line reply: *He's at lunch ... He's in the toilet ... He's not taking calls ... He's on the phone ... He's busy ... Yeah, thanks.*

Even if it's funny—did I really have to know that nature was calling for him?—it's not very professional. And certainly there must be a nicer way as opposed to these "bite me" methods.

How about a polite *Frank's actually with someone at the moment. Maybe there's some way I can help you. Or, he's out of the office at the moment. Maybe there's a way I can assist.* Immediately, you've done two critical things: you've let your caller know that his or her needs are being postponed, but will be met in the near future, and you've offered personal assistance as a second option.

In Your Arsenal

While your voice is your most obvious tool, the person on the other end probably doesn't know what else you've got up your sleeve. And you should have much more. The first thing you should have is your smile. Research has proven—and regardless of that, you can just try this yourself, right now, and see!—that if you force yourself to smile for a while, you'll automatically feel a bit happier and will smile more naturally; your brain has linked the upward motion of your lips to happiness, so your nerve endings are beeping the signal that you're happy... so you feel happier!

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Be sure to also have a pen and paper handy. It's invaluable when you need to take down notes. Even the brilliant Will Smith in *The Pursuit of Happyness* had to eventually grab that pen to jot down the number he was reciting nonstop after that all-important phone call concerning his internship. I have a pen and paper at the ready even in my car. The best thing is to have a structured Enquiry Sheet; a set of questions you'll always ask, a list of your favorite questions that can be tacked up on the wall above your desk.



Chapter 7

The Importance of Qualifying

"To understand the man, you must first walk a mile in his moccasin."

- North American Indian Proverb

You may have heard this phrase before: Qualify your prospect. What this basically means is to determine who you've got across from you on the other end of the line. This will immediately help you in two crucial ways:

■ **You'll determine the nature of your client**

- What's important to him or her in a product?
- What are his or her needs?
- What's his expected budget?
- What factors are involved (for instance, does his or her decision depends on someone else's opinion too?)

Chapter 7 | The Importance of Qualifying

- You'll decide whether to continue your conversation and presentation now, or reschedule for when your client is more capable of making his or her decision (i.e. if he or she wants to discuss it with his family first).

How do you learn about him or her? How do you understand what he or she's looking for? How do you know what he or she wants?

It's simple. You simply need to ask. But, you also offer. Asking the right questions will result in the following two wins:

- You'll identify his or her needs.
- You'll be able to show him or her what's in it for him or her; feed him or her the benefits, because ultimately you want him or her to make his or her decision based on the value for his or her money, and not on mere price comparison! (This is why it's important that you don't give the price right away!)

This video: http://www.youtube.com/watch?v=7_qwjcxwUqw is an example of a client who seems to be setting the pace and tone of the call—to an extent (Youtube: Dentist Negotiation). Because the client is still hanging on to the call (albeit also to his one big worry: the price), the company representative seems to be doing a good job of reeling him in, addressing his needs, and keeping him attentive. She (or he) also politely asks him to hold, and wisely confirms with a higher manager before replying to an unusual request. Does feel a bit like an interrogation from the client's part, despite it being a soft-spoken one. In the end, I suppose it's a win-win situation, if it's about money versus time. I won't put pain into this equation... because the client obviously doesn't!

"You will get better results... if you ask better questions!"

Chapter 8

The Million Dollar Balance

“Judge a man by his questions rather than his answers.”

-Voltaire

A sales call is nothing without questions. The very first line that comes out of your mouth might be a question: “Thank you for calling back, Mary, how are you today? You might be wrapping up with a question too: So, just to confirm, our appointment is for Friday afternoon, yes?”

But it’s not all about the questions. It’s also about the answers, the feedback, even the pauses. The talking and the listening. A smooth and successful phone conversation will have its peaks and lulls, its questions and answers, its affirmations and confirmations. The conversation is a tightrope linking two poles—two people—together. It’s all about striking the perfect balance: The million dollar balance.

“Conversation is the tightrope linking two poles.”

A plethora of questions to ask; from the fabulous introductory questions of what, how, why, who, where, when, what if, what about... to the concluding and confirming questions of So, do you ... Have you ... Are you ... Could you send that to me ... Would you ... and so forth. Ideally, there at the end, you’re going to get a bunch of...

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Yesses. There's a proven psychology in the pattern of this: When people repeat "Yes... yes... yes..." they're also embedding Yes... yes... yes... in their heads.

Here's a detailed list of some of the most common questions and questioning techniques used in savvy business calls...

■ Qualifying Questions

- **Why is the client/prospect calling?**
- **What information does he or she want?**
- **How can you help him or her define his or her needs and offer solutions?**
- **Who has the decision-making and purchasing power?**
- **What else does he or she require to be satisfied?**
- **What is his or her motivation to buy?**
 - ◆ Fear
 - ◆ Security/safety
 - ◆ Exclusivity/prestige
 - ◆ Guilt
 - ◆ Greed
 - ◆ Ego

You can also ask questions to soothe your client. We mentioned a few pages ago that your client may be confrontational from the second you begin speaking; nothing personal, in all likelihood, but the tension and conflict is all still there. The best way to dissolve this tension is by slowly bringing the conversation around by asking questions. Here's an example.

- (Client initiates the call) "Look, I've had issues with you folks before. I want this, and this. Can you do that for me or not?"
- "Goodmorning, thank you for calling Dave's Business! I'm sorry to hear about that, I'm going to do everything I can to set things right, ma'am. My name is John."
- "Okay, John. I'm Mrs. Walters. Can you help me or not? I like straight answers."
- "Absolutely, and we'll get to that in just one minute. Before I answer that, I need to ask you a few quick questions to make sure we're on the same page. Is that okay?"
- Okay, sure.

Suddenly, you've calmed her down—at least a little. If you are calm and polite and professional, chances are that she's going to be the one mirroring you, and will soften up as well.

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“If the client initiates the call, there’s already an inkling of interest. Work with it!”

- **The Funneling Technique** – If questions are the boat that’s skimming the water, here’s a technique that, like a hook on a fishing line, can get you beneath the surface and reel in the answers. Ask supplementary questions related to what your client has just said. Get him or her to talk about the things he or she loves to talk about. When I trained medical experts in these communication tactics, they taught me a phrase of their own:

“Prescription without full diagnosis is medical malpractice.”

In other words, if you don’t do the research and just give her any old loan—without asking the really, really good set of questions in order to do the proper diagnosis—this will come back to haunt you later on, and you’ll be in trouble, probably without any more sales from her any many other potential channels.

What you’re looking for here is the question behind the question. Here are some background questions you need to be thinking about:

- Why is he or she asking me this question?
- Why is he or she calling?
- What levels of information does he or she really require?
- Does he or she want a lot of information, or just the juice?
- Who’s really the decision maker here? Who is the person I really have to convince? Am I currently speaking with his or her spouse/parent/child/committee/secretary?
- Does he or she need me to help him or her to define his or her needs? What is the best way for me to do that?

This last question is where you will truly shine as a professional if you play your cards right. Once you hear him or her musing—Hmm, actually, I should have had that... or maybe there’s another option?—there’s your chance to persuade. How soon you can offer him or her a solution depends on how desperate he or she is and how much this solution is needed.

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“Your solution and your successful presentation of this solution is required for him or her to be satisfied with the prospect of dealing with you. Your client has to both trust you and respect you.”

- **Takeover Questioning** – When you don’t want them to bombard you with questions. Most people will slam you pretty quickly if you give them enough leeway. Remember, you want to be the one leading the conversation.
 - Just before I answer that, do you mind if I ask a few quick questions?
 - Great! Thanks for calling. Listen, just so I can help you with that as best as I can, would it be okay to ask a few quick questions?
 - So you’re looking for a commercial loan and you want a really low rate. Is that correct? ... Ok, very good. Just so that I can check for that, I need to ask you a few quick questions.
- **Self-Awareness Questions** – Check how you appear in his or her eyes: where is he or she coming from, so how is he or she biased (in a positive or negative way)? Find out where he or she found out about your business, and see what marketing tactics are working (or not) for your company. Ensure that you’re understanding his or her side of the story, and repeat or clarify whenever you need to; are you being an attentive and empathetic listener? Finally, how can you better smooth the conversation using question softeners?
 - Thank you so much for calling. Because we’re a relatively new but strong company, may I ask how you came to first hear of our business?
 - Can I please repeat this back to you, to make sure I’ve understood your request?
 - By the way, can you please forward that email to me tonight ... Is it okay if I ask you this? ... Would it be all right if you could send me your pay certificates? ... Look, from what you’ve said, this might be the best way...

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- ◆ Question softeners make you seem more like a friend with him or her good interests at heart, instead of a member of the Spanish Inquisition. Use them generously.

■ **Excitement-Enticing Questions** – Perhaps self-explanatory, but sadly neglected by far too many intelligent businesspeople. These are the million dollar phone questions that you need to ask to get your client EXCITED about what he or she's interested in or asking about. There's already some interest and passion in the project, especially if he or she's the one who's enquiring. Remember, the majority of people love talking about themselves—especially to an interested party.

- Tell me a bit more about the property. Wow, you're buying a new property, okay. That's fantastic. The whole family's going to be involved, that's wonderful.
- What sort of property are you looking for? Can you tell me a bit more about your property or your purpose?

Be smart and let him or her do the talking, here. You want him or her to get excited. You want him or her to get wrapped up in his or her passion and vision and dedication to get the job done or the service purchased. Open-ended questions and detail-rich phone calls are two critical keys to success.

*"In order to succeed, invest in
open-ended questions and detail-rich phone calls."*

■ **Money-Making Questions** – Can you sell him or her something extra? Is there a new deal or discount he or she may not know about yet? Are there some spectacular extra accessories that she can take with that product? Also, try to get names in case you want to expand your network—you never know when someone could prove to be a great alliance. Either way, get the details. These are questions that can make you a whole pile of money.

- There's a discount on the early-bird application. Would that be something you're interested in? I'd be more than happy to fill you in real quick.
- Have you heard about our new offer on this product?
- If you don't mind my asking, whom have you entrusted to conduct your real estate earnings? We have a number of excellent companies with whom our clients interact, especially in the local area...
- I may need to speak to your accountant. Can you give me his name, please? And who's your real estate agent?

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- ◆ Wham, bam, two more names of potential alliances right there. One of the best things, by the way, is to ask them if he or she is happy with his or her accountant. And if not: I can introduce you to a really outstanding professional. And if you are happy, please give me your current accountant's name, because I'd like to be able to look up his or her credentials.

- Do you have insurance? Who are you using for your conveyancing? If necessary, we can get you a quote on that.
- The first home buyer's grant might be coming to an end very soon. Do you know anybody else who is applying for a first home buyer's grant or looking to use it?

■ **In Transition / In Conclusion** – Always ask whenever you need to put him or her on hold or to transition the call; if nothing else, it's common courtesy. Don't forget to ask him or her to confirm the commitment (Appointment? Credit card transaction? Launch of the project?), as well; he or she's more likely to adhere to it if he or she promises to do so out loud, to you. At the end of the day, remember, it's all about asking for the order. You're going to have to wrap things up somehow.

- I would like to transfer this call, is it all right if I put you on hold just a moment?
- So, just to confirm one more time—we are hosting your guest lecture in Robinson Hall at 6pm this Friday, correct?
- How does that sound? / How do you feel about that? / How does that look?
- ◆ The verb you use can depend on the language used by the client: are they a feeling, visual, or auditory person? If he or she says "I see, I see," you could mirror him or her with "How does that look?"
- So you're happy with the price/ amount of loan/ application?
- Look, just so we can get that organized for you, which day would suit you best? I'd be happy to come and meet with you.
- Excellent. Okay, so I can get out to see you today, which credit card would you like to use for the deposit?

■ **The Sweeper Question** – Different things annoy different people, obviously, but a general consensus can be reached that is there anything else I can help you with? Borders on the generic and no-thought-or-emotion-required tagline of Do you want fries with that? Some people really don't like it.

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The most important thing you can do is convince your caller that you care about him or her, from start to finish. And the end of the conversation, there's nothing intrinsically wrong with asking if there is anything else I can help you with. It's a general "sweeper question," yes, but it's certainly well-intentioned. The issue can easily be cleared up by considering the tone with which this question is voiced. If you sound insincere, fake, or non-genuine, and you're only saying it because you have to, that'll chase your prospect off. If the words are sincere and warm, there's a big chance that they will please more than pain her.

An additional option is to tweak the wording a bit, giving it the illusion of being a different phrase. Here are two simple variations:

- **Is there anything else?**
- **May I be of further assistance?**

Alternatively, you could even just pause for a little bit. Leave the door open, but generally don't expect a lot more shopping. A typical caller, in this respect, is very much like a typical man who goes shopping: he walks in the store, picks up what he wants, pays, and leaves. He goes in. He goes out. And he just gets the one thing he already knows he wants. So simple.

AVOID MOTOR MOUTH SYNDROME : DON'T RATTLE ON AND ON



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“Most callers will remind you of male shoppers...”

In truth, though, it's a little more complicated, because it depends on the person's personality. Judge for yourself by the end of the call; your closing line depends on who you've got on the other end. If you can tell that you're dealing with a direct, results-oriented person, he or she may appreciate a straightforward and brisk business conversation. On the other hand, if you sense of a more chatty or conversational client, he or she may be more than happy to reciprocate all of your questions.

Active Listening

Ideally, active listening is peppered with questions of confirmation and affirmation. These can also include the Self-Awareness Questions and Question Softeners described above.

- Can I repeat that for one second to make sure I understood?
- Thank you for providing the information, can I please clarify something you just said?
- Great, I think I see what you're saying; I think you prefer the second plan we mentioned earlier, right?
- Okay, so you're looking for a principle on interest because you've decided that?
- House, mmhmm.
- Repeat the last word in the client's sentence. You'll be amazed how much more you can draw from people just by echoing their words and thought process.
- So based on what you've told me, what you're looking for is this ... am I right?

But more than that, active listening is appreciative listening. It's especially important during phone calls, when body language is invisible; you can't give the other person any body language cues that you're listening, so you have to substitute these with your voice. Mmmhmm... aha... Gee, I see. Tell me more... Look, I understand. All right. Yes... Great! I hear you. Ok, let's see what we can do about that.

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Whatever you do, don't underestimate the power of appreciative listening. Even the smallest murmurs or sighs can speak loads about your emotion and awareness. The person will pick up on all these cues, whether consciously or subconsciously, as you will pick up on his or hers. Use this amazing potential to create a good impression and a solid relationship over the phone.

Spend your time wisely, but don't be miserly with it. The more time you spend on a good call, the more he or she will appreciate your patience and help, and you could easily get his or her next purchase, and his or her friend's, too. Usually we fly through these conversations too quickly because we're, well, "busy"—and that has actually stopped us from getting more business. Sometimes we just have to shut our mouths and simply listen, especially to the people who are telling us useful information.

"Never underestimate the power of appreciative listening."

Chapter 9

Your Super Phone Script: Brainstorming 101

“When something can be read without effort, great effort has gone into its writing.”

–Enrique Jardiel Poncela

Does a structured phone conversation work? Is it recommended? Will it help you work towards success?

I tried this technique for the first time myself, years ago, for my own business. When I did, we doubled our conversion rate of sales from enquiries. Which meant more sales. And more leads. And more referrals. And more repeat business.

Not a bad victory, coming from the brainstorming on a scrap of paper, right?

Chapter 9 | Your Super Phone Script: Brainstorming 101

Here's a very basic run-down of a Phone Script. It's something that you can think about, add to, and implement today—and see for yourself the immediate benefits!

1. Ask for your prospect's/client's name

2. Ask for his or her contacts

3. Ask for his or her source

4. Explain the agenda and/or the process

- An example of the process: Okay, I'd like to ask you just a few questions. I'm going to present to you some options. I'd also like to eventually see if you'd like to make an appointment. Is that okay?
- An example of the agenda: So, we specialize in X, Y, and Z. I hope other folks in the industry have given you a variety of options, but here's how our standards are kept high, and in what we pride our business...

5. Explore his financial and personal qualifications

6. Emphasize or create a sense of urgency

- How soon do you need this? Look, there are some rate rises coming up / coming down...
- There's limited options here...
- There's an offer here that might be available. Let's see if we can get on to it straightaway...

7. Set up an appointment, a meeting, or some type of commitment

8. Check if he or she's looking around with other competitors or comparisons (Have you got any other prices?)

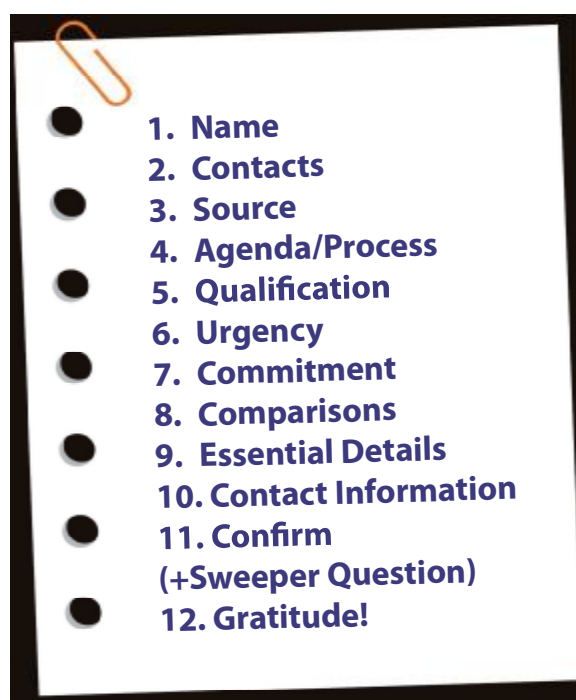
9. Ask to receive any required information

- Please send me this...
- You'll need to give me one of those.
- Can you send me your certificates?

Chapter 9 | Your Super Phone Script: Brainstorming 101

10. Obtain his or her email/fax/contact information so that you can either send him some material, or vice versa
11. Your choice of the Sweeper Question
12. Remember a warm thank-you when closing

That's it!



Along with your Phone Script, it's wise to have a **Call Sheet** handy. Here's what you can do with it:

- Jot down all names and phone numbers; you may need to repeat them back later.
- Create a list of Frequently Asked Questions (the ones everyone's happy to share and know: *Where exactly are you located and how can I get there from the highway?* You can also put these up on your website, your marketing packets, etc.)
- Create a list of Frequently Asked Difficult Questions (the ones you probably don't want to publish, but may have to answer: *Gee, why is your fee more than at the other bloke's place down the street?*)

Chapter 9

Your Super Phone Script: Brainstorming 101

Here are a few more pointers that have been tried and tested time and time again, with good results. But don't just take my word for it! Try them out yourself as soon as you're able. You might be very pleasantly surprised.

- Make a list of all the calls you need to make, and categorize them according to importance and urgency. Batch together the calls that correlate in some way, the ones you'd like to make one after another.
- Type up an Excel spreadsheet with your Top 100 people whom you have to call. Check your way down the list. Marking your own progress can provide big motivation.
- Always make sure you're "in the zone"; get in the mood for making these calls, settle yourself so that you're comfortable and somewhere you're less likely to be interrupted.
- If you're on a winning streak, keep going. Let the enthusiasm act as your drive; you can easily make a couple of extra calls using the fuel and positive energy of that great chemistry and good mood!
- Always call with a purpose—an offer, an update, or even a survey. Think of something and anything.

And a list of the DO NOTS... these might be fun for prank calls to your best buddies. They're also sure-fire sale killers.

- Wasting your time by failing to confirm if the client is really in the market and is a decision maker
- Winning an Olympic medal for motor-mouth syndrom. It gets old—and boring—real fast
- Dominating the conversation; the client won't be involved in the conversation and you won't have a chance to get his or her feedback
- Practicing poor body language
- Projecting negative, angry, disrespectful, or uncaring emotions and tones

These lists and pointers will help you spend your time as effectively and efficiently as possible; just a few tricks to make your life at least a little bit easier...

And that's always a good thing!

Chapter 10

The Body Language of the Phone Call

“The most important thing in communication is hearing what isn’t said.”

- Peter F. Drucker

A phone call serves you, to an extent, like Harry Potter’s cloak of invisibility. It gives you some coverage. If you’re having a disastrous hair day, if your kid just spilled juice over your favorite skirt, if you’re weepy from allergies, none of that has to matter, because no one needs to know! All the other person “sees” is your voice—but hopefully you’ve realized how very much your voice actually reveals.

Remember, too, the talent of the blind man; whatever he’s lost from the vision department is supplemented through the instinctive enhancement of all his other senses. True, people can only use their sense of hearing through the phone—he won’t smell the spilled coffee on your skirt, I promise—but that means we pay much more attention to auditory cues that may have been secondary in a face-to-face interaction.

“Remember the talent of the blind man.”

For reasons that are both seen and unseen, heard and silent, conscious and subconscious, body language plays a big role in phone calls. Remember, 75% of people will only respond well because of your voice! Just the tone itself. In contrast, only 25% will respond based on the words or phrases you use.

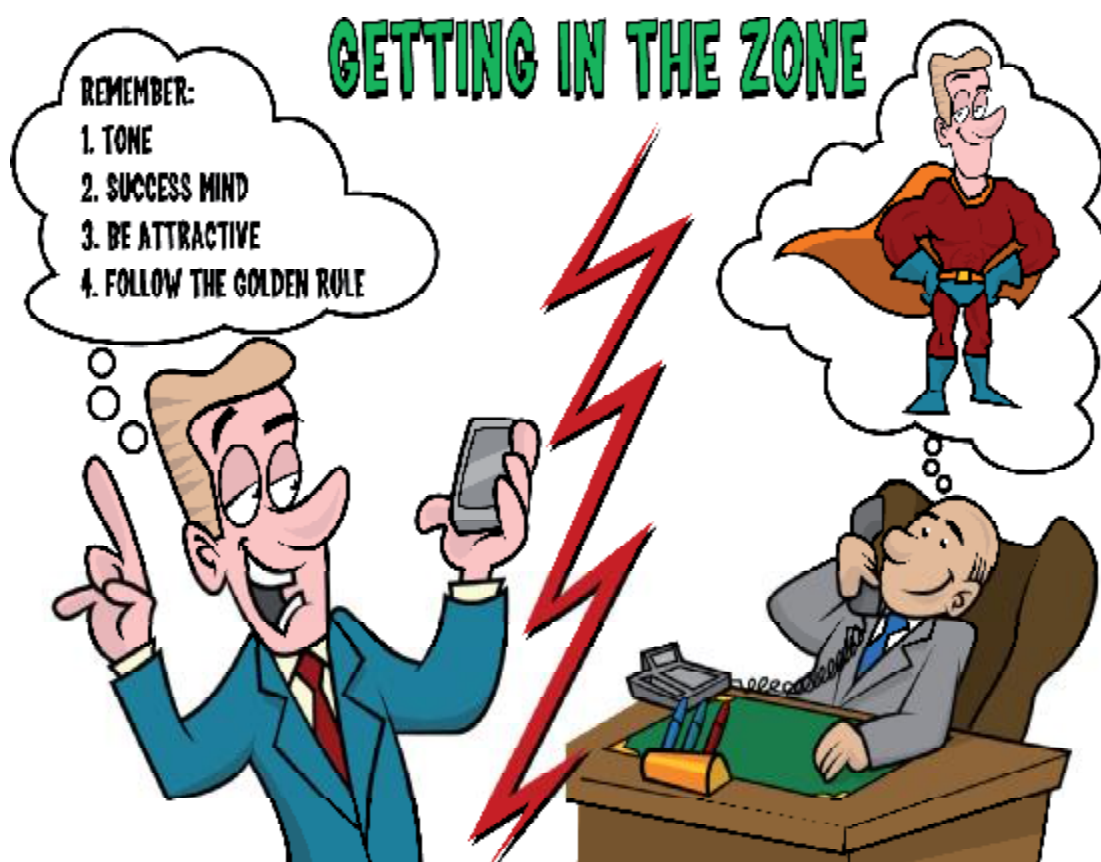
Chapter 10 | The Body Language of the Phone Call

Skeptical? Try this. If you're home, take a minute to change into your pajamas. Ruffle up your hair, remember that unattractive good-heavens-I-really-need-to-floss-before-leaving feeling, kick off your shoes. Then sit and slouch towards your desk, maybe even rest your head on a pile of books; prop up one leg on the extra chair, put the other one anywhere convenient. Pop some gum into your mouth, maybe try multi-tasking by sending out a few emails to your friends, too.

Oh, and meanwhile, pick up the phone. Feel like making a winning sales call today?

Now how about this. Tidy up, dress up, sit up. Stomach in, shoulders down, chest forward, spine straight. Put a big smile on your face—remember that awesome person in your life—and take a deep breath. Draw up your Phone Script, and get out that Call Sheet. You've got those lists of people to call, and you've got a potential stream of successful, cheerful calls ahead of you! You're alive, you're healthy enough to be reading this, and you're a human miracle of action, reason, and potential.

Feel the difference?



Chapter 10 | The Body Language of the Phone Call

If you do, you can rest 100% assured that your client will, too. Not only will you be in a more healthy position—breathing properly, oxygen circulating through your body, body balanced, speaking more clearly—but you'll also be in a more healthy mindset. The more you smile, the more you feel like smiling. The more you act confident, the more confident you actually feel. The more you envision yourself succeeding, the more often you will be succeeding.

Here's a quick and easy cheat-sheet for effective marketing body language—in person and via phone!

■ Dress for Success

- As if you really were meeting the caller in person; you'll be psychologically geared to be as professional and business-like as possible if you act the part (and acting includes dressing up!).

■ Posture Perfect

- Sit up straight, align your body
- Walk slowly if you prefer to move around; make sure you don't run out of breath or sound too breathy (people will wonder why and usually jump to the wrong conclusions).

■ Smile!

- It will be heard and appreciated.

■ Keep Clean

- Avoid eating, smoking, drinking, chewing on gum, or anything else that impedes your speech

■ Project Genuine and Positive Emotions

- Retain or improve a positive and upbeat mood. Make his day—and your own!

“Prepare for Success in Order to Succeed.”

Chapter 11

It's Time

"The trick is in what one emphasizes. We either make ourselves miserable, or we make ourselves strong. The amount of work is the same."

– Carlos Castaneda

To live means to learn. Learning is a continuous process, and your decisions today are only as sound as the information that you have. And there's always the potential to improve; a famous quote by Louis Heath Leber states: "there's always room for improvement, you know—it's the biggest room in the house."

The Golden Mission: Solve The Client's Problem

Formulas for success are whipped up by people who have proven their capability in massing together the ingredients and creating their recipe, their masterpiece. Leading by example, and sometimes by guidance, they help open the doors of opportunity to others. Each person is blessed with the potential to achieve his or her individual success, in an individual way. It's our calling (yup... pun intended).

Chapter 11 | Its Time

Still, remember this: the recipe might be something unique—but the ingredients are the staple of this timeless tasty dish. Every single phone call is different, but you only need to be holding onto one phone, one strategy. Why reinvent the wheel? Why reinvent carrots and potatoes? You’ve already got the foundation from the people around you, a world-filled legacy of trial and error. All you need to do now is tweak it to your liking, add a bit more tone there, spice it up with enthusiasm, sweeten it with professionalism, and figure out what works best.

The Golden Question: **How Can I Do It Better?**

Base yourself off of the formula. The mental or physical checklist of the tricks and techniques described throughout this ebook can be the outline of your very own strategy. A strategy for success.

Time to put down this book and pick up that phone. Go get ‘em.



David Staughton

AUTHOR | SPEAKER | CONSULTANT

Wouldn't you like to know...

- How you can sell more without ever reducing your prices?
- How you can dramatically increase your sales in quiet times?
- How you can sell the products your customers seem to be overlooking?

David is your man.

Anyone can tell you how to sell more when times are good. David shows you how to grow great profits even in the most turbulent of times.

Growing up in modest circumstances, David worked in his family's hardware store from the age of six. Money was always tight and his family struggled. Tired of hardship, David resolved to become a millionaire by the age of 30 and give his family a better life.

It didn't go exactly as planned. Although David worked hard seven days a week, he found himself with few customers and on the brink of bankruptcy. But something happened...

Within no time David raised himself and his business from the struggle. From narrowly escaping bankruptcy, David went on to create an award-winning business empire in Victoria Australia with several hundred employees and a multi-million dollar turnover. How did he do it?

The good news is that David can teach you his magic.

Everyone can sell popular products during the best times of the year. Selling ice cream in summer is not what David is all about.

David uses his unique, no-nonsense strategies to help you sell during quiet times – without major discounting

Armed with hard-earned experience from the trenches of entrepreneurship, David will demonstrate how you too can make sales when no one else is selling, no matter the time of the year, month or week.

The logo for Big Hat Professional Services features the word "BIG" in a bold, dark blue sans-serif font, followed by "hat" in a pink, cursive script font. Below this, the words "Professional Services" are written in a dark blue sans-serif font, and the website address "www.bighat.com.au" is in a pink sans-serif font.

BIGhat

Professional Services

www.bighat.com.au

Big Hat Professional Services provides consulting, coaching and training expertise to CEO's, Entrepreneurs, and Senior Management, of the corporate, government, non-profit, and business sectors. The six programs listed below are customised to suit the needs and meet the goals of each client.

The logo for Polished Professional Services (PPS) features the letters "PPS" in a bold, dark blue sans-serif font, with a pink arrow pointing upwards and to the right, starting from the bottom left of the "P" and ending above the "S".

PPS
Polished Professional Services
work/life effectiveness

The logo for Dealer Development Services (DDS) features the letters "DDS" in a bold, dark blue sans-serif font, with a pink arrow pointing upwards and to the right, starting from the bottom left of the "D" and ending above the "S".

DDS
Dealer Development Services
delivering sales results

The logo for Making More Sales (MMS) features the letters "MMS" in a bold, dark blue sans-serif font, with a pink arrow pointing upwards and to the right, starting from the bottom left of the "M" and ending above the "S".

MMS
Making More Sales
rapid profit growth

The logo for Serve, Sell & Satisfy (SSS) features the letters "SSS" in a bold, dark blue sans-serif font, followed by a pink smiley face icon consisting of two vertical lines for eyes and a curved line for a mouth.

SSS 😊
Serve, Sell & Satisfy
first class frontline

The logo for 'Off Peak' Solutions (OPS) features the letters "OPS" in a bold, dark blue sans-serif font, with a pink zigzag arrow pointing upwards and to the right, starting from the bottom left of the "O" and ending above the "S".

OPS
'Off Peak' Solutions
sales all year round

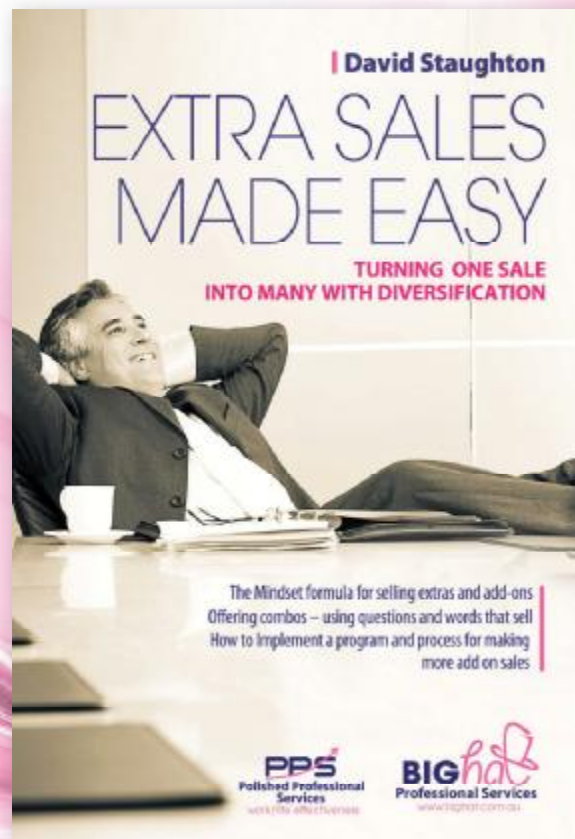
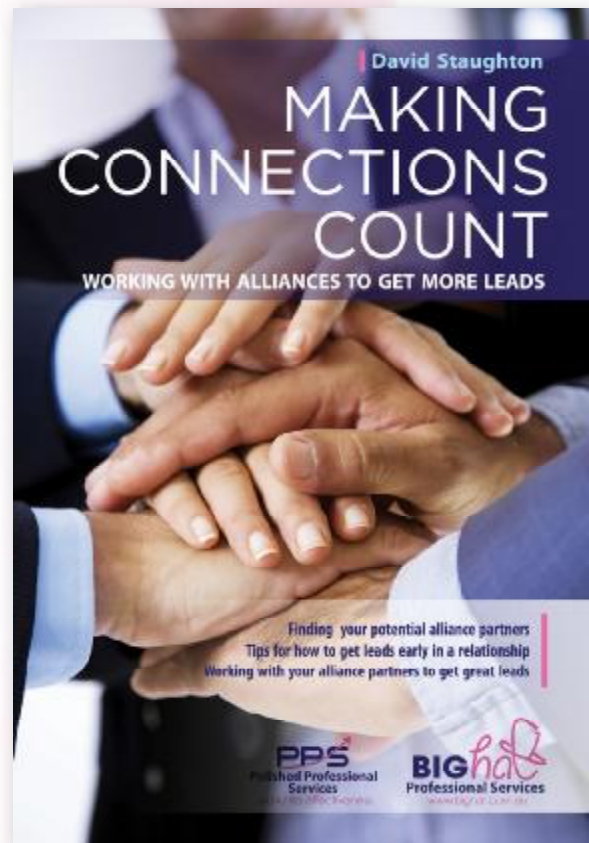
The logo for Lessons for Leaders (LFL) features the letters "LFL" in a bold, dark blue sans-serif font, with a pink triangle pointing upwards, its base aligned with the bottom of the letters.

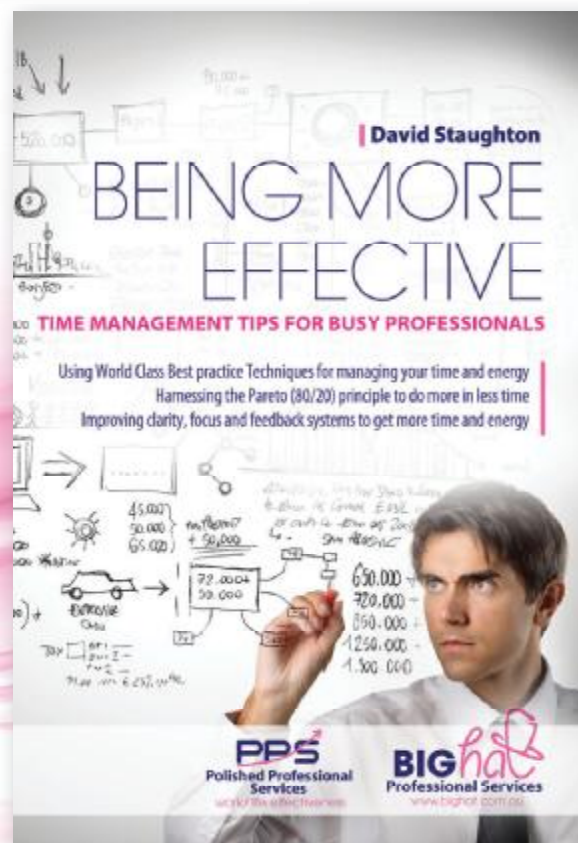
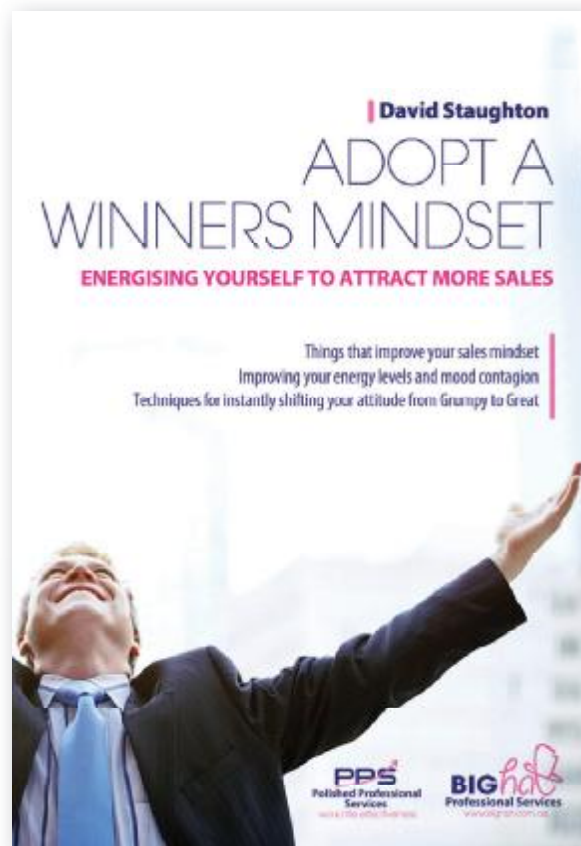
LFL
Lessons for Leaders
being a better boss



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David Staughton presents a series of ten eBooks and webinars to assist his clients to make a dollar and a difference in business.





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Harnessing the local press, business and networking groups



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HARNESSING WORD OF MOUTH

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When and How to ask for referrals
Acknowledging and Rewarding your Referrers



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How to sell more to different people



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EFFECTIVE CLOSING

TECHNIQUES & TIPS FOR QUALIFYING BETTER AND CLOSING FASTER

How to find your ideal buyers and identify different styles of buyers (Convincer Strategy)
How to avoid wasting time by using listening and questions to qualify your prospects
Effective questioning and group dynamics that help close and confirm the sale quickly



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