

WORK BOOK ONE



MAKING APPOINTMENTS MADE SIMPLE

LEARN HOW TO SELL THE APPOINTMENT

AND NOT THE PRODUCT OR SERVICE!

MEAGHER **COACHING ACADEMY SPECIALIST**
Where Small Businesses Grow



The Perfect Telesales Call

(For That First Appointment)

“Business opportunities are like buses, there’s always another one coming”. – Richard Branson

We are entering a very exciting stage in the sales process. We have identified the prospect and now wish to progress the opportunity from what would have been a cold, warm and Hot Prospect’ into a new valuable customer.

Whilst a substantial volume of sales are currently made without direct contact with a salesperson, we are now going to focus on sales where the sales organisation is satisfied that direct contact needs to take place.

This can be for any number of reasons including and not limited to the fact that a demonstration of the product or service may be necessary or some documents need to be signed or witnessed. Or the salesperson may just need the opportunity to demonstrate his enthusiasm and or passion for his product or service and may also need to answer some questions and perhaps handle some objections. It may well be necessary to negotiate on price.

Having located and identified your Leads you must now proceed to convert them into profitable customers by organising a 1-2-1 sales meeting.

Data Required

In addition to all the standard details of company or individual name, address and phone number, your CRM System will have acquired the personal email and direct line numbers. The additional names of P.A’s, secretaries or support staff is also helpful, these names are frequently offered by the staff when they answer the phone. Great use can be made of these names on subsequent call backs when you might just ask “is that Philomena”? This will open doors not previously envisaged.

You will find this very helpful and another way to get the PA’s name is to ask the switchboard operator, or ask to get through to the sales department and ask whoever answers the call, for the name of the Chief Executive’s P.A.

So, Let's Get To Work

Let's work on the following basis:

- 1. The salesperson is satisfied that to make a sale he/she needs to get in front of the prospect.**
- 2. The prospect is Qualified as a Hot Prospect.**
- 3. It is just that and only that 'a Hot Prospect', it is not yet a sale. It is the salesperson's job to convert it to a sale.**
- 4. Salespeople all over the world are today blaming the quality of the leads. Let's not get confused between a 'Hot Prospect' and a 'Sale'.**

When I say that we are entering a very exciting stage in the sales process I would also guarantee you that we are entering a very delicate stage in the sales process.

We have identified a 'Hot Prospect' which is a very valuable commodity and we must be careful not to frighten him away. Bear in mind that people, even 'hot prospects' don't want to be sold to, they prefer to buy. They also prefer to buy from people they Like, Know and Trust, so you must give yourself a chance.

You are fighting for a chance to get in front of him, so that he/she can get to know you and your very best chance of achieving that is when you commit to getting to know and like the prospect.

You would be crazy to make this phone call for an appointment and not to expect some resistance. You would be crazy to make this phone call expecting him to say where do I sign? Do not expect the prospect to say "I have been waiting for your call".

There is still a great deal of work to be done!

I have deliberately called this the Telesales Call, but we must be absolutely clear on what we are selling.

We are not going to attempt to sell your product or service; we are totally committed to 'Selling the Appointment'. It's at the sales appointment that we will attempt to sell our product or service if the prospect has a genuine need for it.

The Process

Ringing up what might appear to be total strangers and persuade them to agree to a sales meeting can for many salespeople be very hard to do.

Simply picking up the phone takes courage. The lead generators may well have gleaned a great deal of information in the transition from a cold lead to a 'Hot Prospect'. But alas the salesperson who may never have spoken to this person before may now be looking on this call as a cold call. Converting this call into a sales appointment demands great skill.

Prospects may react with hostility or courtesy, but that won't change the odds. You may face a firestorm of rejection for every spark of interest you ignite. Even seasoned salespeople shudder at the thought of cold calling. Plus, with many marketers reluctant to take risks these days, the challenges of cold calling are even greater, especially for start-up entrepreneurs.

You would do well to bear in mind that whilst he may well be categorised as a 'Hot Prospect' he may also be currently buying from your competitor.

He might well assure the salesperson that they have no intention of changing as they are quite happy with their current supplier. This may well be because they are unaware of the depth and quality of the alternative service and what is on offer in the marketplace or indeed by your company.

You might start thinking " I paid good money for this Hot Prospect and now he tells me, he is okay and has no need for my services, and have I been conned?"

The answer is no you have not been conned, it's a 'Hot Prospect' and not a sale, yet.

Six Steps To Making The Sales Appointment

1. Craft A Good Telesales Script.

You mustn't wing it. Don't be so clever as to say, "Surely it depends on what he says", no it doesn't. His/her time is valuable so you must make up your mind beforehand as to what you are going to say. Despite the fact that you're passionate about your business, achieving the desired objective takes distinct skills. With limited time on the phone, a written script helps you focus on key points you wish to make.

When making a telesales call, you may frequently have two objectives to be achieved simultaneously.

A. As far as the prospect is concerned you are fighting for an appointment.

B. As far as you are concerned and unbeknown to the prospect you are still trying to qualify him/her as a qualified prospect, who may be worthy of a further investment of a possible sales visit.

In a few short sentences, you must provide an outline description of your service and compelling reasons why the prospect should meet you.

You decide ahead of time how you wish to present yourself, what reaction you want to get, and how to ask for what you want.

Be ready to counter possible objections by confirming that all of this will be covered when you meet. You must resist the temptation to handle and cover the objection over the phone.

2. Position Yourself Properly.

It helps if you don't start on thin ice. Before calling, send the prospect a smart, useful introductory notice. There are obviously many introductory options, depending on your targets and products. When possible, precede calls with a mail or email campaign. Make sure you enclose a note describing your services and indicating that you will be calling in a few days to gauge interest. Then, promptly follow up. This allows you to use introductory phrases such as "I'm just following up on the brochure, white paper or special report I sent you, and I would love to get together with you for further discussion". Again resist the temptation to discuss the white paper over the phone or you may well be talking yourself out of an opportunity for a face to face appointment.

Six Steps To Making The Sales Appointment /Continued...

3. Be Nice To Gatekeepers.

An executive screener's job is to guard the inner sanctum. Becoming irritated, frustrated or rude with such assistants will only ruin your chances of success.

Think through strategies to get gatekeepers to open doors. Create a friendly mood. Learn screener's names and preferences. By making the gatekeeper an ally, you'll win access more easily.

You might decide to call the gatekeeper and not your target prospect. For a start, they are always more accessible than their boss.

Before you call the gatekeeper establish her name from the switchboard or wherever. They will be flattered when you say, I need your help, am I speaking to Jemima? I need to get together with Mr/Ms... and I know that the best chance I've got is with your help. She will invariably invite you to send something in writing and if she doesn't you can always ask "is it ok if I address it to you"?

With your mailing, which you should address to Jemima, you will put "I will call you shortly to establish his level of interest". You then call the PA and not the Chief Executive. Don't ever try ridiculous tricks like he knows me and it's a personal call. You might fool her once, but it will almost certainly come back and haunt you.

4. Practice, Practice, Practice.

As with most skills, the more calling you do, the better you'll get.

For important calls, get off your seat and stand up, this will give your voice greater authority, enthusiasm and energy. When you are told, smile when you speak, it certainly makes sense to have a smile in your heart, it is far better than a frown or to be tense. This will certainly be conveyed in your voice. Sound confident and enthusiastic, but do not sound like a high powered sales person, as that will make him/her defensive.

Six Steps To Making The Sales Appointment /Continued...

5. Customise Your Delivery.

Don't become attached to any particular script or language. Once you have a framework, you must be able to fine tune it to fit individual prospects.

Every customer has specialised needs and preferences. Bear in mind that people don't want to be sold to. You might think it important that you sound red hot and efficient, be careful not to sound dominating, control the call by all means, but nobody wants to be dominated.

Whilst you may well make thousands of calls like this, you must make the recipient feel like you have never made a call like this before, i.e. make it personal.

6. Focus.

"Mr/Ms prospect... there is something I wish to show you", now this can be your product and in the absence of a product, it can be a PowerPoint Presentation. If you don't have a PowerPoint to show him, you can show him your personality, your enthusiasm or better still your positive passion for your product or service.

Instead of sending the information you can bring it with you and show it to him. You need to have a reason to visit him, if you say "I have something to tell you" you are inviting the response, "either tell me now or send the information".

How To Control The Call

This type of call can be difficult and daunting work.

To be successful you need to be targeted and focused. It is essential that you are able to control each and every call and it is equally important that you do not appear to dominate the call.

If you follow these golden rules, there is no reason why you should not be able to control the call.

1. **Be Confident**
2. **Knowledgeable**
3. **Assertive**
4. **Have A Strong Voice**
5. **Be Effective**
6. **Be Specific**
7. **Do Not Talk Too Fast Or Too Slow**
8. **Sound Fair**
9. **Sound Reasonable**
10. **Be Firm**
11. **Get To The Point**
12. **To Establish His/Her Sincerity, See If He Repeats It**
13. **Motivate Not Manipulate**
14. **Control The Call/Meeting Not Dominate**
15. **Persuasiveness Not Dominance**
16. **Win The Argument And Lose The Deal**
17. **Arguments Rarely Change Anybody's Mind**

Buying Signals

A buying signal is an enquiry or question from the prospect which suggests that you have a potential sales opportunity.

The lead generators work has been successful and we are almost there. To complete the task you have to secure the prospects agreement to a sales visit.

The prospect is not necessarily saying “I want to buy your product”, he is saying “I am interested in securing more information”. It is not unlike the shopper in the department store when approached by an enthusiastic sales person with “Can I help you”? And is usually greeted with “No thank you I am just looking”.

Buying signals need to be handled with kid gloves.

In our endeavours to sell this appointment, we will more than likely encounter the prospect asking some questions on our product or service. We must then do what becomes difficult for most salespeople and resist the temptation to answer all his questions. Because if we do, we may then be eliminating the need for a sales appointment.

Most people believe that, in not answering the question, we may appear incompetent, inefficient or evasive, whereas a successful salesperson recognises that the fish is biting and we have to be careful not to frighten him away.

Of course not all prospects with buying signals should be flagged as Hot Prospects, they still need to be qualified.

Buying Signal Examples

- Could you send me a Brochure?
- Do you have a minimum order?
- Do you sell it in different colours?
- Could you send me some more details?
- Could we have a sample please?
- How often do you deliver to our area?
- Most buying signals are based on Price, Quantity or Delivery questions

Replies To Buying Signals

Your replies to buying signals will depend entirely on whether you have decided that he/she is a qualified Hot Prospect or whether you are still trying to qualify them. If they are considered to be qualified you do not answer his questions, you respond with ***“when we meet I can best demonstrate the answer for you”***.

1. Thank you for your interest
2. That is a very good question.
3. That is a very good question and to enable me to give you the most accurate answer would you be kind enough to tell me, what kind of volumes do you normally use?
4. That is a very good point/question, what you are asking is and repeat his Question with “May I ask you one question please”?
5. That is a very good question and to give you a qualified answer I would need to ask you just one or two quick questions please, which might be best covered when we meet.
6. I wouldn't want to give you the wrong answer so we can discuss this when we meet.
7. I would want to give you the best possible quote and there is something that I would need to show you.
8. I wouldn't wish to burden you with loads of literature, in order that we send only that which is relevant, I would like to establish your level of interest.

Questions To Ask Could Include

- You could ask “I understand”, “Am I correct”, “Am I right” in that you manufacture your own products?
- What is your usage of?
- We also specialise in XXX for our major clients, could we send you some FREE samples?
- How much volume of product do you use on a monthly or annual basis? Do you use a ton per Month/Week or Daily?? Approximately?
- What is your current spending on XXX? £XXK per Month/Week or Day?? Approximately.?
- Could I arrange to send you “A Free and without Obligation extremely competitive quote”.
- May I ask who your current suppliers are?
- We have a Minimum order of £XXX per delivery, how does that sound??
- We produce an invaluable and up to date internal Market Report based on our knowledge of the worldwide industry, could I arrange to send you a Free copy of this exclusive report?

Summary

The bottom line to this Sales Appointment Telephone call is that **we are not trying to sell the product or service over the telephone, we are looking for a sales appointment** when we can do all that work when we meet.

On the telephone you will be lucky to keep the prospects attention for a few minutes but when you get in front of him and provided you are asking the right questions you will frequently be invited to stay for coffee and a first meeting of some sixty minutes is not uncommon.

Whilst you may well need not less than sixty minutes to fully demonstrate your product or service it is prudent that you hold this information back as you endeavour to secure your first Sales appointment. Bear in mind, the prospect needs to get to Know, Like and Trust you.

For the first appointment your objective should be for 'big ticket sales' is to secure a follow-up meeting. On this basis, for the first appointment why not say that ten minutes will be plenty. My justification for this is that it will only take the prospect a great deal less than this for him to decide whether he wants you to stay any longer. Make it easy for the prospect to agree to see you in the first place, sixty minutes in his busy diary is a great ask to meet a sales person for the first time. Be prepared to stay sixty minutes but this will only happen if you have earned the right.

Whilst I was never happy with the concept of "I'm in your area or passing your door" there is a great case for this approach provided you balance it with the fact that you have something 'mind blowing to show him', he has got to want to meet you, or you may have too many, Blow-outs or cancelled appointments, or you just turn up and he is not there.

A great attitude for this first sales appointment is that it is just that, a first of many appointments to the same prospect who becomes a magnificent and profitable customer.

DON'T FORGET TO WATCH THE "MAKING APPOINTMENTS MADE SIMPLE" VIDEO.

Success story and Positive Mental Attitude

Nick Faldo March 2012

“I wanted to be a millionaire by the time I was thirty, but look at Rory McIlroy, he’s only twenty two and he’s already won £12M.

Faldo was a singular, headstrong, blinkered golfer who on the course, rarely communicated beyond a handshake at the start and end of a round. He cared only for himself, they said.

“I cried after being knighted. I’m a serious softie really, but I was tough on a golf course”

Faldo argued defiantly “for me to be a hard bag of nails on the golf course was generated for the purpose of being a successful golfer. So I think I did a damn good job. I didn’t necessarily make friends.

I could do all the things psychologists say are good to do, which others train their backsides to do. They call it getting in performance-mode nowadays. That’s a great quality isn’t it?. But people would see me like that and didn’t like it. I was focused, obsessed. But what was an enviable quality on the golf course was seen as not such a great quality off the course.”