



SMART CALLING REPORT

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When They Eventually Buy, Be First in Line

“Move them forward or move them out.”

That’s what I constantly preach about prospects in your follow-up file.

This means if a prospect isn’t moving closer to buying each time you speak, they’re taking your valuable time.

And you can make more money, but you can’t make more **time**.

However, especially in today’s economy, that doesn’t mean that you should completely write ALL of them off. Who hasn’t been pleasantly surprised by that prospect we thought we’d never do business with, the one who later calls and says,

“I’m ready now.”

But *hoping* for that can’t be your main sales strategy.

You can, though, make this happen more often. You just need to be proactive, and smart about it. Have a personal marketing strategy for staying in contact with your higher potential prospects.

Some reps are lucky enough to have a virtually limitless supply of prospects. Most of us, however, have a finite number to draw from, and with the sincere buyers, it pays to stay in touch with them.

Let me explain. There are two groups I’m talking about.

1. Those who are not great prospects for you today (too small, not qualified) but could very well be in the future. And although you likely won’t have them in your regular rotation of calls, you want to be sure

they think of you if and when situations change at their company.

2. In addition to the prospects you decide not to pursue because they’re not qualified, there are those who **are** qualified, but choose not to do business with you for whatever reason. Buy hey, things change, so it’s in your best interest to not write all of these off.

First, let’s look at just a few reasons why prospects won’t buy from you today: no need, no interest, no money, and, no hurry.

Those are the basic ones you see in every sales book. As a subset of the “no hurry” reason, let’s break it down even further.

- they’re lazy. Buying from you would involve some work.
- they procrastinate. Who doesn’t?
- they are too busy with other, more pressing activities (which also could fall in the “no need” category).

There’s actually another reason that we might not like to admit:

Maybe **we** did a poor job selling to them.

Hopefully that’s not the case, but keeping them in your funnel could result in something down the road.

What TO Do

So what should you do?

Stay in contact with selected high-potential prospects through methods that don’t require much of your time.

Use the mail, fax, and email. Follow them on LinkedIn. Consider putting together a brief newsletter that provides valuable information they can use, not just puffery about your company and products. For example, include tips and tidbits that can help them in their jobs. Of course the suggestions should include the use of your product or service, but that’s not the main reason for the communication.

For instance, a supplier of packaging products could send out a piece on “*Ten Ways to Reduce Your Shipping Expenses.*”

The return on this type of market communication could be huge. And here’s the simple reasoning:

- things change, and,
- out of sight, out of mind.

Situations in companies change every day. (Just think about the changes at your company in just the past three months!) If changes involved new needs and requirements, they’ll likely turn to what is familiar. And when you’re in touch with them, you could be at the forefront of their mind when a new need develops. Plus, through repetitiveness, you build credibility in their mind. The more they see your name, the more familiar and credible it becomes.

Now, as with most ideas that require work, I know most people won’t do this. I can tell you though, that for those who do, they show the bigger sales results.

Mix in a little smart personal marketing with your selling, and you’ll find that you’re maximizing the return on your time investment.



Sales Observations

Be cautious about making assumptions. Be even more careful of voicing them. As I was working on a newsletter at my house, a door-to-door salesperson (a woman) stopped by to drop off a flyer for a home delivery food service, and mentioned a special 20% discount that wasn't on the flyer.

I told her I'd take a look at it. She said, "Are you going to remember this, since guys normally don't remember when they tell their wives." Big mistake. I told her there was no wife.

And that I am a cook.

No chance I'll be getting food from them.

Reminds me of taking an incoming call from a guy that sounded like he was drunk, wasn't very intelligent, and had speech issues. Not a very positive impression in my mind, to say the least. I immediately discounted him as someone who probably wanted some free information and wasn't going to be worth my time.

Wrong! As it turns out, the guy was the owner of a fairly good-sized company. I did a nice piece of business with them. Had I gone with my early assumption and disqualified him quickly—instead of asking plenty of questions like I always do—I would have missed out terribly.

SMART CALLING REPORT

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At a wood-fired grill-type of restaurant, I asked the waitress if they had lemonade.

She answered,

"We do. It's fresh-squeezed, but there are no free refills."

This threw me for a moment. I was really craving a refreshing lemonade. Then I heard a negative.

Of course I still ordered it, and frankly would not have cared how much it cost for the first one. But I bet that some people might decide to not order after hearing that negative statement.

Why bring up a negative?

I do hear sales reps do the same thing:

"Yes, we do have left-handed adapter modules. But they do not work if you install them with the G-ring cables."

I came across some of the early episodes of the Boston Legal TV series (which I still believe was one of the best-written shows ever on television), and one of the attorneys was at a deposition with her client. She had to stop him for a side-discussion while he was being questioned by the opposition since he was sharing incriminating information that was not in direct response to the question. Similar situation! Share unnecessary information and it can be detrimental.

Focus on the positives!

At a training seminar I was asked what to do with a prospect who blows you off the phone even before you can get your opening statement out of your mouth.

Should you just call back right away and act like you were disconnected, he asked.

Well, you could, but really, is that going to cause them to think how clever you are? I doubt it.

If this truly is a prospect that you want to pursue, consider some alternatives.

First, consider that the prospect might be having a bad day, or has just experienced an office emergency requiring immediate attention. Therefore another contact might be worth the investment, just not right now.

And instead of calling, try an email, fax or a brief note, stating,

"I have the feeling I called you at a bad time the other day. I apologize. The purpose for my call was to run an idea by you that could potentially help you to (fill in the blank with some result they would be interested in). I'd like to ask you a few questions to determine if we have the basis for a conversation. I will call you again on Friday, or you can reach me at at 800-555-2922."

Is this likely to get a high response rate? No, but any response you get would be better than the flat out "no," and the upside return on the investment could be huge.

Another alternative would be to simply place them back in your calling rotation for a few weeks down the road. They likely won't remember.

Make this your best month ever!

Art

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One of the Best Sales Questions Ever

By Tibor Shanto

So what can you do to sound or be different when selling? There is a whole bunch of things, but I think the easiest lies in the questions you ask. And among the many questions you can and should ask, there is one I like because it is easy to answer, sets you apart from many, you will learn a whole bunch of useful things, and despite its high octane, it has no risk, all upside.

What's the question, you ask?

Here it is:

“What is the one thing you have always wanted from a supplier like me (us), but have never had anyone do, or deliver?”

Many I present this question to are first taken aback. They say, “what if they come up with something we can't do or deliver?” There is only one answer to that: who cares?

By definition they have not gotten this from anyone, just look at the question. The fact that you can't do it, does not put you in a bad light. Let's go to extremes, say they want to go to Mars, first class with kosher meals, no one can do that, so there is no downside.

In a more conventional setting, say they come up with something you can't do, you don't look any worse than the others, but there is upside. You can explore why they are looking for that specific thing. That will give you great insight about the buyer, and more importantly their objectives. In most cases you get bonus points for trying.

By understanding what they are trying to achieve, you may be able to offer an alternative means of achieving the very thing, but in a different way. Most buyers are focused on achieving their objectives, few will get hung up on the means. If you get them there, you get the glory.

What you'll also find is that at times you can in fact deliver what they respond with, or something so close, it will satisfy the requirement. In this case asking the question has nothing but upside, you win the deal, the cli-

ent, and referrals to follow. Those referrals are likely to focus more on how you sold them and met their expectations than product.

There is no safer question in sales. All upside, no downside. Try it, it's a gas.

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Using “Why?” Without Sounding Argumentative

The word “why,” when used as a question can be an efficient way to elicit a fountain of valuable information from a prospect. But delivered improperly and to the wrong person, the fountain of information you were hoping for could be more like a shower of fire from a Roman candle aimed right at your face.

If you use “Why?”, absolutely be certain you say it in a non-threatening, sincere, inquiring tone. You could even stretch the “wh” sound and uplift your voice at that end. Practice this right now. Go ahead, say it!

Now contrast that with saying it in an accusatory way. Practice saying it as if someone you didn't like asked you to do something. Quite a difference!

If you prefer not to use it at all, for fear that the listener might interpret it as an attack on their personal judgement, consider these alternatives:

“What led to that decision?”

“How was that conclusion reached?”

Do You SOUND Like You Want Them to Buy From You?

Is it just me, or do you experience these things as well? Here are two incidents I encountered by phone:

I called Marriott reservations to make a last-minute booking. The rep's greeting sounded robotic, like a synthesized directory-assistance electronic voice. She went through her motions in a monologue. All I could visualize was this person staring at her computer screen in a zombie-like trance, typing in data and reading the fields. It couldn't have occurred to her that she was actually talking to a human.

I also called National Rental Car after the Marriott call. Any positive energy I had left was totally sucked away by this rep. She mumbled and sounded as if I had awakened her. And my feeling was that she was a bit put off that I interrupted her to check rates and perhaps make a reservation (which I didn't do in either case.)

I'm sure there are hundreds of thousands of instances like these every day—which is very sad. It's almost like people don't even EXPECT sales and service people to be courteous, helpful, and, Oh-my-gosh, actually enthusiastic and happy that you called.

Have we reached the point when we're SURPRISED when we're treated well?

So, what should we do to ensure we do not give the same impressions?

Gosh, how simplistic can I get here? We all know what to do, it's a matter of WANTING to do it.

How about this: Do an “attitude check” before every call you place, and ESPECIALLY the ones you receive from prospects and customers. Ask yourself,

“Am I ready to make this person feel special?”

Keep in mind that your attitude is contagious. As long as you are performing an activity anyway, why not do it with enthusiasm?

You'll feel better, and so will the people who hear you.



How To Handle “Let Me Think About It”

What would selling be like without a daily dose of “Let me think about it?”

Probably a whole lot easier and a whole lot less frustrating. But since the objection isn't going to go away any time soon perhaps now is a good time to look at some ways to tackle it.

Is it Real?

When a prospect says “Let me think about it”, is he or she telling the truth? Let's face it, some prospects toss out this classic objection because they simply want to get rid of you. They say it, not because they mean it, but because it is a polite method of getting you off the line. The trouble is, if you are not savvy to this brush off, you can waste a lot of time and energy following up with e-mails and phone calls.

On the other hand, some prospects really DO need time to think about it. Some need time to ponder their options while others like to simply digest the information to ensure that they do not make a snap decision. The trouble here is that if you are a cynical sales rep who has heard the objection time and time again, you may not take the prospect seriously and fail to follow up and hence, lose the opportunity.

So how do you tackle this devilish objection? Here are three approaches.

1. Say Nothing

I love this one particularly if you are dealing with a prospect over the phone. Here's how it works: when they tell you they want to think about it, say nothing.

That's all there is to it.

Just wait patiently.

Silence over the telephone creates a vacuum and most people get uncomfortable with the silence. After two or three or four seconds, most people feel the compelling need to fill the void with words. You will be absolutely amazed at how well this technique works as long as you can discipline yourself to hold your tongue for a few seconds.

Typically, the client will elaborate on the “let me think about it” objection and this often uncovers the real objection. For example, they might explain that they have to speak to their boss or their partner. Suddenly you discover another player in the game. They may reveal that they are looking at other proposals and now you know you are in a competitive situation. Or they may simply not be interested at all. In any event, you have more information upon which to base your next step.

2. Give Them the Time and Get a Commitment

Another approach is to grant them the time but put a time limit on their pondering. It looks something like this:

Prospect: “Well, let me think about it.”

Rep: **“I understand completely, Mr. Thomas. A decision like this needs some time. And what I would like to recommend is that I give you a call next week to get your thoughts and to determine the next steps. How does Wednesday at 8:45 look on your calendar?”**

If the prospect accepts the recommendation, the objection is probably legitimate. The client needs time for whatever reason. You know this because she has agreed to a specific time and date. It shows commitment. Again, the key is to not only get a follow up date but also a specific time.

This approach is very non-threatening and is perfect for prospects who legitimately want more time. They will appreciate your courtesy and understanding. That's why you deliberately empathize with the prospect by saying you “understand.” These types of prospects don't like being cajoled or pressured. If you push too hard, they will say no to your offer because they don't like you and your ‘aggressive’ approach. Your offer could be extremely valuable and well priced but these prospects value trust and relationship more.

If the prospect balks at your first suggestion, try another date and time and

see if they positively respond. If they balk again, ask when would be a good time and date. If they cannot make a commitment chances are they are brushing you off and your time is probably better spent elsewhere.

3: Probe for Legitimacy

I borrowed this approach from sales trainer Brian Jeffrey (his site is at: www.SalesForceTraining.com). His approach is to first empathize with the prospect and then to go on and question to determine if the objection is legitimate or a smokescreen.

Prospect: “Hmmm. Let me think about it.”

Rep: **“I understand completely. If I were in your shoes I'd want to think about it as well.”**

“May I ask what concerns you still have?” Or,

“May I ask what's causing you to hesitate?” Or,

“May I ask what questions I've left unanswered?” Or,

“May I ask what your final decision will be based on?”

Needless to say, this type of probing gets the prospect to open up and to help you determine if the objection is real or otherwise.

Summary

The next time a prospect says he would like to think about it, think about one of these three approaches. Give it a try and tell me what you think!

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A Review of a Failed Prospecting Call

Many sales reps look at ads, direct mailing pieces, catalogs, the Internet, or anywhere there's advertising as sources of prospects.

This is wise. It's a component of Smart Calling. But I find so many reps just stop there. And as a result they are ill-prepared for what they inevitably hear on calls.

I was going through some recordings of calls I received from sales reps. Here's an example of what you do not want to do:

Caller: "Hello, this is Bill Jones with Video Stars. I saw the promotion for your DVD training and we do DVD duplication."

"Uh-huh."

He became flustered at this point, probably because I didn't say, "Oh, you do DVD duplication? Where should I send my master copy; you can do mine."

"Uh, I'd like to talk to you about doing yours."

"Look I'll save you some time. I selected my existing company after evaluating quite a few. They have a very good price, quality is fine, and service is great. I have no reason to even consider looking around."

"Oh, OK. Keep us in mind."

Yeah, sure.

Analysis and Recommendations

So you might be thinking that I gave this guy an iron-clad objection that was impenetrable. And you're right for the most part—when it comes to getting a sale on that call. However, he undoubtedly runs into that same objection quite a bit, so I'm surprised he hasn't learned to use something that won't totally slam the door so suddenly in his face. Here's what I would do in his situation:

Call Strategy and Preparation: If I were placing this call, my Primary Objective would be to get commitment

that the prospect would use my service the next time they had a DVD project. Although that wouldn't be achieved on a majority of the calls, it's always best to aim high. After realizing on the call this wouldn't be reached, objectives in descending order would be: to get commitment that I could at least bid on their next job, and if that wasn't met, to get agreement that they would at least keep us on file as a back-up supplier in case their existing duplicator for some reason no longer met their needs, or if they had other future projects coming up.

Preliminary Information: He knew nothing about me when he called. He could have asked the person who answered the phone about who we now use, how many we typically order, what we pay, and any other qualifying information which would have better-equipped him for the call.

Opening Statement: He gave no reason for me to even listen. He may as well just said, "Well, I've finally called you, so I guess you can start using us now."

Simply dialing the phone does not give a person the right to take someone's time. Promising or hinting at some value they could get does.

I would have listened to this: "I'm Bill Jones with Video Stars. I understand that you're considering a promotion where you might be getting a large number of single DVD orders in a short time. We specialize in top quality DVD duplication, and automated shipping right from your shopping cart, and now work with quite a few internet marketers on that application. It might be worth it for you to take a look at a bid we could do for you. I'd like to ask a few questions to see if it would be worth your while to talk about it."

I would have been more likely to answer questions at this point. However, even if I did retort with the same objection mentioned earlier, he could have picked up on it and used it to ask more questions.

For example, "**I see. How quickly**

will they be able to turn around those orders for you?"

If that resulted in a dead-end, a last resort question to at least try and accomplish the last chance objective would be, "What plans do you have in place for a back-up supplier, if for example, you needed a large quantity in a hurry and your supplier wasn't able to accommodate you for some reason?"

Determine if parts of your call process are similar to this one. Analyze every step of the process, determine your own strengths and enhance them, and shore up the weak areas.

Breakfast For The Attitude

Health experts suggest that breakfast is the most important meal of the day. I can't confirm this next point, but I think that mental health experts would suggest that your first **thoughts** of the day are the most important. Therefore, start each day with a positive thought. Before any negatives creep into your mind, make sure a positive concept is already firmly entrenched. Many people take time while in the shower to think about what they're thankful for. Others read inspirational passages. There are even calendars with motivational quotes for every day of the year. Feed the mind with positives!



An Opening Success Formula

Want the formula for creating a great opening or voicemail message? Here it is.

Write it out.

Read it to yourself.

Read it out loud.

Rewrite it at any step in this process.

Recite into an audio recorder, and listen to it.

Rewrite it again.



Learn the Reason Behind Their Question Before Elaborating

Now that we've covered how to softly ask "Why?" (page 3), let's cover a good application for it. The book, "Socratic Selling," by Kevin Daley and Emmett Wolfe, discusses making sure you understand questions before answering them. For example, if a prospect asked, "Do you accept returns?", and the salesperson answered, "No, we've found that with a liberal return policy dealers are not committed to moving the product." The customer could respond with, "Well, I've been stuck with torn labels and crushed packaging before, and my customers won't buy that stuff. I'm not going through that again."

A better approach is to answer the question in a general way, and find out the reason for their question. For example,

Prospect: "Do you accept returns?"

Salesperson: "It's generally not our policy. Why do you ask?"

Prospect: "If I get damaged products, I want to be sure I'm not stuck with them."

Salesperson: "In those cases, we replace the product with no charge to you."

To answer questions in a vague way before asking for clarification, you can say things like,

- "Generally yes,"
- "Generally, no,"
- and,
- "It depends on several factors."

(SOURCE: "Socratic Selling,") ☎

Facebook.com/ArtSobczak



You Might Be Inviting Them To Ask For A Better Price

What do the following words have to do with making or breaking the sale?

- asking
- suggested
- lowest
- best
- reduced
- quoted
- basic
- usual
- book
- typical
- list
- normal
- regular

These are adjectives or adverbs that routinely are used in front of the word "price."

And they invite you to be beat up on your price as well.

These words trigger in the minds of prospects that you are willing to bring the price down substantially. This is simply shooting yourself in the foot.

Look them in the eye and say,

"The price is..."

Why?

Because whether they are the CEO or "Joe lunch-pail" in the home; they are liking their chops to work you over!

Everyone is looking for a deal, and just need a small reason to try and beat down your price.

So don't give them a reason to, and you will sell at full gross more often.

CSI: Voice Mail

At a Smart Calling College, while discussing ways to find decision makers using electronic switchboards and voice mail systems, a participant came up with a sly suggestion. He suggested using some investigative techniques. He noted that most voice mail systems have options that aren't necessarily intended for external callers (you), but could be of great value. For example, directories of direct extensions of the personnel at the company, accessible by punching in letters of their name, etc. Peter said that typically you can access these other options by hitting the "#" or "*" keys on your phone, and then playing around with whatever prompts you hear. (NOTE: This is not a direct recommendation, and I take no responsibility for anyone hacking around in someone's phone system!)

When Frustrated By Electronic Switchboards...

When prospecting and reaching an electronic switchboard, and after hitting "O" only to be told "That's not a valid option," Dale Sather with HTX said he simply has punched in numbers at random when the prompt asks for an extension. Occasionally it gets him transferred somewhere, anywhere, to a real live person who can then at least provide him some information.

Prepare For Voice Mail

While you're setting your objectives for your call, and preparing your opening statement, also prepare for what you'll say should you reach voice mail. Mike Koski has learned this the hard way. He says that many people use the technology as a way to screen their calls, and unless they hear something of value communicated in a confident, enthusiastic manner, they might conclude it's not worth their time to either call you back, or take your next call.

What We Can Learn from Online Scammers About Prospecting

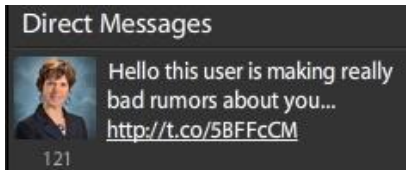
Skilled scammers have figured out what it takes to get an unsuspecting person to click on their links and enter their sordid world of illegal or immoral activity. But people like you and me — we're smarter than most patsies. We can smell them a mile away!

Hah! That's what I thought too — until I stumbled across a couple really creative ones.

They found just the right words to capture my attention. My finger was all set to click on their link when a little voice in the back of my head said, "Slow down."

So what was it that caused that reaction? Here's the first message I got. It came in via Twitter. Over a few week period I received a few more, all with similar text:

"Hello this user is making really bad rumors about you... (link)"



What makes this message so darn effective?

First off, it came from someone I knew. But, more importantly ...

It piqued my curiosity. I wanted to know who was saying bad stuff about me — and what horrible rumors they were spreading.

Curiosity. That's the brilliance of this technique. Those scammers figured out a way to evoke it in me. And, we can take that same strategy and use with our prospects. In fact, we can evoke curiosity in our:

- Email subject lines
- Voicemail or email messages
- Initial conversations
- Sales presentations

So have you ever thought about what your prospects are curious about?

Mmmm. Now that's a new idea. Maybe you could ask them. Just as a starter, let me throw in topics such as: industry trends, how similar businesses are addressing problems, new ways to look at their challenges. Get the picture?

And once you get that figured out, then you need to experiment with different ways to share this information in a curiosity-inducing manner. For example, I have five different titles for this article before I settled on the one you see above. Why did I chose this one? Because it didn't give away the answer. You had to read the article to find out.

Once you get into the fun of evoking curiosity, it's actually a lot of fun. You can literally see the difference in your prospect's reactions — and ultimately your sales success.

(Jill Konrath, author of SNAP Selling, Selling to Big Companies, and her newest book, Agile Selling, helps sellers land bigger clients and speed up their sales cycle. To get her free Prospecting Tool Kit, visit www.jillkonrath.com/sales-resources.)



How To Build Credibility In the Customer's Mind

I called a contractor who had done some repairs on a property for me, to clean up a few additional minor items that still needed fixing. He hurriedly responded "Yup, yeah, yep, we'll get right on that." And I'm thinking, "Right. What are the chances of this actually happening?"

Based on this guy's history over the past year, I wasn't really surprised that no one showed up to fix a couple of the items I mentioned. And that's definitely not the image of reliability you want to portray.

Here are a few common-sense rules to keep in mind.

- When you say you'll do something, make your word be an **iron-clad commitment**. Don't compromise. If all of your material possessions were taken away from you today, you would still have your reputation, which is earned by sticking to your word.
- Write down what you commit to. Select a time at the end of the day to batch and complete your commitments.
- Let people know what you will do for them. Be specific, say it with confidence, and earn *their* confidence. For example,

"Pat, here's exactly what I will do for you. I'm going to walk this down to Order Processing..."

This also works well when soothing an upset customer. What they want most is to know that someone cares, and is doing something about their situation.

As an added bonus, when you perform a task for someone, they psychologically feel indebted to you. Dr. Robert Cialdini, author of "Instant Influence," calls it the Law of Reciprocation. He cites the Hari Krishnas giving out flowers at airports as a way this principle is utilized. Even though the people don't want the flowers, they feel obligated to give something.

If you say it, DO it. You build up a reputation. And that's the reputation you want.

Want to Get More Business Using LinkedIn?

LINKEDIN for SALES SUCCESS

Black Belt Training for Mastering LinkedIn for Sales and Smart Call Prospecting

LinkedInForSalesSuccess.com

Put a Clock On It

"I just don't have enough time," is a common cry among some salespeople. But, how does someone explain why other salespeople are top performers? It's what they're **doing** with their time that makes the difference.

Try an experiment. Get a stopwatch and run it only when you are talking to a decision maker. Look at the total at the end of the day. Track the results for several days. You might be shocked at the number. Some reps realize they're not making enough sales simply because they're not investing enough time speaking with prospects and customers.

(SOURCE: "Winning Strategies in Selling," Jack Kinder)

"What's This in Reference To?"

To give the best answer to the common question from screeners: "What's this in reference to?", you might want to ask a question or two of your own first.

"Well, let me first ask you, does Mr. Ryan get involved in the credit card processing for your stores? Good. Well, depending on how satisfied he is with his online transactions and the fees he's paying, we might have a few options to speed up transaction time and cut down on extra charges. I'd like to ask him a few questions ..."

The "What We Can Do" Commitment Statement

After getting buying signals (or at least in the absence of resistance), sum up what you and the prospect have agreed on, and suggest the next action, which would include the commitment:

"Well Shawn, it looks like we're in agreement that this is the system that will address both your current and anticipated load levels...what we can do is take the next step and begin processing the paperwork. What do you think?"

Create an Objection, and Eliminate it Later

Experienced negotiators often make demands called throwaway points, which are minor concessions they are willing to make later at little or no cost to them, but of great perceived value. Sales reps can use a variation of this technique by mentioning something during your sales presentation that might cause some resistance...but will be easy for you to solve and cinch the sale. For example, let's say you have some flexibility on delivery terms. During the sales presentation you might say that your standard shipping time is one week. If they complain, saying that won't work for them, you have the option of asking them if they would buy if Second Day Air was provided. In what areas do you have possible throwaway points? Shipping, extended warranties, and additional items all can be added to help win the sale. Use them if you need to.

How To Put More Life In Your Voice

Read aloud often. To kids or yourself. Pick something with high emotional content—"Casey at the Bat," Dr. Seuss books, etc.—and ham it up. Voice authorities suggest poetry reading. Lower your voice to a whisper, and raise it up to a roar.

Get On The List First

A sales manager shared an idea that works well with his telesales reps. Companies often have approved vendor lists upon which any seller must be listed before the prospect could purchase. Instead of following the route that many salespeople take, trying to sell the prospect first, his reps ask the operator or screener if there is an approved vendor list, and if so, how they can get on it. The callers follow the appropriate steps, then when speaking with the prospect, it's a real door-opener to mention that they're already on the list.

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