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**How To Seal The Deal By Phone**

**By Heather Reimer**

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We've all read dozens of articles on how to write spicier copy, snappier ads and grabbier banners.

But it's often the personal touch that seals a big deal – that clincher phone call. Especially these days, when so many of our clients live in other states or countries and fewer deals are actually closed in person.

So the way you address a client through your spoken expression over the phone can be vital to finalizing a sale.

Want to learn how to humanize your human touch? Let's push the keyboard away, do a few vocal warm-up exercises and begin.

1. Posture. If your posture screams out boredom or fatigue, so will your voice. In my office, I sit with my back to a salesman and I can listen to his sales calls without seeing him. I can always tell from his voice when he's slouching or recovering from a rough night!
2. Facial expression. Even on the phone people can "hear" the look on your face, so make it a pleasant one.
3. Tone of voice. Match the client's tone – the energy level, the pace, fast or slow, etc. If you jump on them like an eager puppy with your big sales pitch, you'll scare them off. Plus, most people tend to like those who resemble them in manner.
4. Don't...

## How To Seal The Deal By Phone

...ask if it's a good time to talk. You hand them an escape route on a silver platter.

...chew on a pen, your fingernails, gum or anything else while on the phone.

...eat or slurp coffee.

...mumble.

...make important calls when you're tired or not feeling well.

...EVER put a sales call on hold while you take another call.

...repeat stalling words like 'basically', 'actually' and 'uh'. It screams out that you're not sure where you're going.

...waste their time. Have all your facts close at hand and review them before the call so they are at the top of your mind and the tip of your tongue.

5. Ask for the sale. In the same way we constantly remind web surfers to "click here", we need to invite the prospect to take action.

6. Finally, prepare yourself mentally for rejection. You don't want your disappointment to come through in your voice because that same client might resurface another day. And you want him/her to remember your pleasant disposition, right?

How can you free up more of your precious time and improve your traffic and revenues? Hire an experienced content provider to write and regularly refresh your online material. It does make a difference!

Heather Reimer has been a professional writer for 16 years. She now specializes in web content, e-zines, press releases and articles like this one. For fast, effective and memorable e-content, <mailto:heatherreimer@codetel.net.do>.

### **Cellular Phone Deals**

**By Levetta Rivera**

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## How To Seal The Deal By Phone

People are flocking to cell phones these days like bees to honey. The many cellular phone deals being offered by most of the major cellular phone companies are helping to fuel the fire. Many consumers might not have jumped on the cell phone band wagon so fast were it not for the great cellular phone deal they received.

Cellular phone deals make it more affordable for consumers to join the wireless phone revolution. Many of the mobile phone companies are offering such deals as free phones, free mobile phone accessories, free minutes or cash-back. Deals such as these can save you hundreds of dollars on your new cell phone service.

One of the best ways to find a great cellular phone deal is to do a search on the internet. This way you can compare all of the deals being offered from the comfort of your home with no pressure from a salesperson. In most cases you will be able to sign up for your service plan and have your free phone and other specials included in the deal delivered right to your home!

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