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How To Use The Telephone To Find The Right Person And Make The Sale

By Ron Sathoff and Kevin Nunley

**How To Use The Telephone To Find The Right Person And Make The Sale by Ron Sathoff
and Kevin Nunley**

The telephone is probably the most personal and powerful selling tool ever invented. You can reach almost anyone anywhere in the world in a matter of seconds. You can be helpful, personable, and immediately respond to questions, concerns, and needs.

It is no wonder that telephone selling is at the heart of business. In many industries and with a big percentage of customers, you can't close the deal without a phone call.

But what happens when you can't get past the secretary to talk with the woman who writes the checks? Or even after the second and third try you are still getting their voice mail?

Here are some easy ways to get through to the right person and make the sale:

1. If you are not sure who has the authority to place an order, make several calls. Call the management suite. Call purchasing. Have yourself transferred to someone in accounting. Start your question with "Who handles..." Listen closely. You will quickly get a feel for how the organization operates and who is in charge of the area you are interested in.

The last thing you want to do is waste time having multiple phone conversations with someone who can't approve the purchase. Taking time to find out who writes the checks and how to get through to them can increase your success fast.

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2. Write down a short list of points you want to cover in your conversation. You don't need to memorize it. Just keep it in front of you.

As the conversation progresses, you can use your "talking points" to keep the discussion on track and moving toward your goal.

3. Ask questions. The person who is asking the questions controls the conversation. Listen for the prospect to answer, then repeat their answer back to them.

Say, "If I'm hearing you correctly, you need.....and you're

concerned about... Let me answer those concerns."

In most cases, once you satisfy their concerns, people place an order.

4. Ask WHEN they will be ready to act. They may say I need it now. Or they may let you know they are nowhere near ready to buy. Either way, a surprising number of prospects will give you a very precise idea of their intentions if you ask this pointed question.

5. If the prospect or his assistant tells you this isn't a good time to talk, offer two dates and times for you to call back. Rather than saying I'll call back another time, setting a date and time gives you an appointment.

6. Did you get an answering machine or voice mail? Don't just leave your name and number. Record a short sales pitch.

"Ralph! This is Linda May at Tagline. I want to give you a discount on our new system that improves profits 20 percent. Reach me at.... I'm in all day today."

7. People who can place orders are invariably busy. You may find your prospect is trying to handle interruptions and problems while he is talking to you. If there appears to be a serious distraction going on, say it sounds like you've got a lot going on. How 'bout I call back in 30 minutes or an hour?

The prospect will appreciate you giving him a chance to get things back to normal. And by offering to call back a short time later, you keep the prospect from putting you off indefinitely.

8. Finally, keep notes about your conversation. You will look organized and professional for being able to pick up where the previous conversation left off the next time you call.

Many managers are up their eyeballs in responsibility and love it when you help them keep the project organized.

You can also make notes about a prospects favorite project or personal life. Natalie, I remember your son is graduating this semester. Being able to remember little things like that endear you to the customer and often become a key factor in getting you the sale.

Ron Sathoff and Kevin Nunley provide marketing advice, businesswriting, and promotion packages. See all their helpful tips and ideas at <http://InternetWriters.com> Reach them at <mailto:service@InternetWriters.com> or 801-328-9006.

Want To Make Sales Fast?..Use The Telephone

By Kevin Nunley

Want To Make Sales Fast?..Use The Telephone by Kevin Nunley

If I were to ask you where the best place to make a sale was, you would probably answer the Internet, right? You might be surprised to hear that while the 'Net is still going strong, it's not necessarily where you could be pulling the bulk of your sales from.

Even though the Internet is hotter than hot, a lot of major dot-com's are reverting to the good old telephone to make sales. Their impressive web sites get lots of interested prospects, then use a room of veteran telemarketers to make sales.

These firms are finding they can sell small items on the Internet, but they can get the bigger sales of \$500 to \$5,000 with a telephone call. The Internet revolution has only increased the need for telephone marketing. Many of the largest e-commerce sites ask for your phone number, then have a room of expert telephone sales reps call you for the big pitch.

Why? Telephone selling works. Here are some simple tips that will boost your effectiveness on the phone.

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****Try to go directly to the person who can authorize a purchase for your product or service.**

****When you get the decision maker on the line, jump into a concise statement of the main benefit you can bring her. "We have a new process that can save you 20% on production costs."**

****Prospects appreciate courtesy. Begin by asking if it is a good time to talk. If not, ask the prospect when you can call back. Have several dates and times ready for suggestion.**

****Jot down a few notes before making your call, then use your talking points to keep your pitch on track. Take a few notes immediately after the call so you can remember exactly what was said when it comes time to call again.**

****Don't wait too long to ask for the sale.**

****Offer to send more information via mail, email, or direct them to your website.**

Figure on meeting up with the 30–30–40 rule when you start telemarketing. Thirty percent are ready customers, thirty percent won't buy no matter what you say, and forty percent could go either way. The quality of your telemarketers and how skillfully they can convert the forty percent of undecideds is a big part of your success.

It is far, far easier and less stressful to call people who have already indicated an interest in what you sell. Use a free report, e–book, or autoresponder series to find prospects. Ask for the prospect's phone number when they give you their email address.

Kevin Nunley provides marketing advice, copy writing, and promotion packages. See his 10,000 marketing ideas at <http://DrNunley.com> Reach Kevin at <mailto:kevin@drnunley.com> and 801–328–9006.



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