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Telephone Selling Tips

By Kevin Nunley

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The telephone is still one of the top ways to sell. You can pick up a phone, reach just about anyone in the world, and get a very sincere conversation going.

This ability to use the phone to go anywhere and achieve a special rapport with customers makes the telephone an indispensable selling tool.

Jot down what points you want to cover in your conversation before you call. This will help you stay on track.

Asks questions. Remember, it's the person who asks the questions who controls the direction of the conversation.

Listen to what is going on around the person on the other end. Managers are often very busy and may have something important come up during your call.

Offer to call back in 30 minutes or an hour. This helps you get back to the customer fast before he has a chance to put you off indefinitely.

When customers call you, spend a few seconds in friendly banter. Then answer questions and zero in on a product or service that can help them.

Kevin writes your sales copy, press release, or article AND gives you marketing advice at <http://DrNunley.com/copywriting.htm> Reach Kevin at <mailto:kevin@drnunley.com> or 801-328-9006.

Schedule telemarketing time for more success

By Stan Rosenzweig

Telephone canvassing, or cold calling, is the practice of sitting down with a long list of potential prospects you've never met and telephoning them, one at a time, to learn which of them needs what you sell and then arranging to sell it to them.

Believe me, nobody likes telephone cold calling. Salesmen don't like it because they perceive that cold calls are to unfriendly, unkind strangers who would rather see you in a California kickboxing ring, going one-on-one with Governor Arnold, than see you in their offices. It's true. They are. They would.

Prospects don't always appreciate cold calls, because they are from people they don't know, asking questions they don't want to discuss. These calls are unscheduled, intrusive and sometimes can be a general pain in the South Forty.

At other times, however, prospects do respond well to cold calls. They open up freely and give us the chance to sell them what they need.

So, here's the dilemma: If we don't like doing it, and prospects don't always know when they like it done to them, why is it that we all **MUST** make cold phone calls part of our selling strategy? There are countless reasons. Here are just a few:

1. It's the fastest way to qualify prospects and maximize valuable selling time.
2. It's also the fastest way to them know what we do.
3. It's targeted. It's the best way to find the decision-maker.
4. It creates a quick personal relationship with the buyer.
5. It keeps us productive when store traffic is down.
6. It reaches prospects we'll never run across in our other selling activities.

Every time you sit down to make telephone-canvassing calls, can you clear your mind of self-doubt? Concentrate on the goal of the moment and you will find that each new day will bring you new business, will raise you to new heights in professional productivity, and will give you a great sense of personal satisfaction.

Stan Rosenzweig is a sales trainer, marketing consultant and author. He creates customized corporate

sales training and directs strategic marketing, product development and cost management consulting for large and middle sized companies and offers free selling advice at

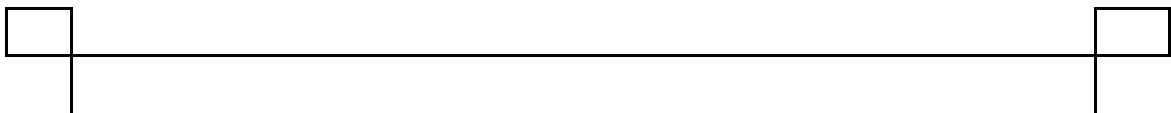
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