

Appointment Setter's SCRIPTS and TIPS (Part 1)

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A Perspective 101 Series



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Scripts That Work

- The right selling scripts can catapult your sales to the next level. Not using prepared scripts and relying solely on 100% improvisation will block more sales opportunities than you can imagine.
- ***I believe it's ironic that a majority of professional salespeople avoid using prepared scripts because they don't want to sound "Canned."***
- Instead, these same salespeople rely exclusively on intuition and instinct. Do you have any idea how many telephone sales calls begin with, ***"I know you're busy, so I won't take up much of your time."***

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- *There's a huge difference between "Sounding canned" and "Being prepared."*
- *Do you know the Pledge of Allegiance? Can you say it without any hesitation?* My guess is - you can do it.
- *How do you feel when you're standing up and reciting the Pledge of Allegiance?*
- *Are you filled with pride? Doesn't it make you feel good?*

Selling scripts don't sell, salespeople do. Salespeople who use selling scripts sell more.

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How important is the telephone to your selling process?

- ***Let's start with the end in mind. Imagine you have a customer for a lifetime. How did it all begin?*** Probably with a telephone call.
- **How important** then is your first telephone call to every sales prospect? On a scale of 1-10 it probably deserves a 17.

In fact, you can't think about closing the sale without thinking about opening the door to your sales prospect

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Here are six selling tips you can use when preparing your selling scripts.

- **1. First of all, be yourself.** It's a lot easier than trying to be someone else.
- **2. Turn the call into a conversation with your sales prospect.** Remember - don't read, just talk.

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- **3. Think about saying something your sales prospect has never heard.**

For example, *"I'm calling to see what we can do to help you consider our line of (Insert your product/service here)."*

- **4. Have a 5" X 7" mirror sitting close to the phone to make sure you're smiling throughout the entire sales call.**

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- **5. Periodically you should record your end of the phone call.** Pay attention to your volume, inflection, pacing, and your tone throughout your sales call.
- **6. In sales, preparation and practice.**

The **kiss of death** for any sales representative is to call a sales prospect and sound like every other salesperson who's ever called your prospect. There is only one way, at least that I'm aware of, not to sound like everyone else.

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This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



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