

Appointment Setter's SCRIPTS and TIPS (Part 2)

Presented by J.W. Owens



A Perspective 101 Series



Appointment Setter's SCRIPTS and TIPS (Part 2)

Get a Reason for People to meet you

- If you want to dramatically increase your ability on the phone, figure out an iron clad reason why some one would want to talk to you. I discovered that **THE MONEYSAVER** would bring them more customers

Do you think I was now comfortable assuming people would want to talk to me?

Your right!

**I'm Assuming the Sale, Because I have Great Skills
Now What?**

Appointment Setter's SCRIPTS and TIPS (Part 2)

I'm Assuming the Sale, Because I have Great Skills Now What?

- You need tons of practice (Talk to 50 people per day)
- Have answers to every objection on a script
- Tape yourself (**Are you assuming the sale?**)
- Selling on the phone requires more aggression than in person selling!
- If you get 3 definite NO's, you should move on, most of the time (**Don't Annoy People**)

Appointment Setter's SCRIPTS and TIPS (Part 2)

Ok, you know you have to assume the sale and you have the best product or service, so why would that be hard?

Now what?

You have only **three** new skills to develop.

- **Attitude**
- **Acknowledge & Move On**
- **Never ask for Their Permission (Assume the Sale)**

Appointment Setter's SCRIPTS and TIPS (Part 2)

Attitude

- The best sales people are constantly in control of their attitude. They are never too high or too low and they do their best to see the best in any situation, in others and themselves.
- If you ever feel a bad attitude coming on, you can use a psychology trick called **“Changing your State.”** This simply means that by changing your body position you can change your mind state. So, if you are sitting at a desk, instead jump up and do some jumping jacks. **Do whatever you have to, to keep yourself in a good attitude.** Never stay around people with bad attitudes.

Why am I dwelling on this whole attitude thing? The reason why, is that clients can sense your attitude on the phone.

That is where the concept of smile and dial came from. People like to talk with happy and excited people. If you are not happy and excited to inform clients about your products and services, **why would they ever buy them?**

Appointment Setter's SCRIPTS and TIPS (Part 2)

Acknowledge & Move On

Phone Script for a Person that Returned a Request for Information

The following is a script I used with great success.

I waited for people to return the call for additional information.

Appointment Setter's SCRIPTS and TIPS (Part 2)

- Me: *"Hello, Paul?"*
- Customer: *"Yes"*
- Me: *"This is _____ with _____,
How are you today, Pretty Good?"*
- Customer: *"Yes"*
- Me: *"Paul, I called because I received a request for information from you on _____, I will have one of our Advisors stop in with a FREE No-Obligation Marketing Analysis plus a packet with samples for your review. We also harness the power of the INTERNET AND MOBILE with your business. Would Tuesday _____ at 1 or 3:30, which works better for you?"*

Appointment Setter's SCRIPTS and TIPS (Part 2)

What did I do here?

First, I established what they call **The Yes-Set**. If you get someone to repeat the words yes, for little things, the chances that they will say yes for the big thing dramatically increases.

(Why did I say, "How are you today, Pretty Good?"

- **Because** I want to stay in control of the call and keep the answers the word Yes, if at all possible.
- **Does this work?** **Yes, 70 to 80%** of the time, if you assume they will say yes.)

Appointment Setter's SCRIPTS and TIPS (Part 2)

Handling Objections from the Person that Requested Info

- **Customer:** "Not Interested"

They are Confused, because you caught them off guard. Just Acknowledge whatever they say and move on with the call.

- **Me:** *"I understand that, but the reason that I called..."*

Don't justify yourself by saying:

- *"Wait, wait"*
- *"Well let me tell you..."*
- *"Don't hang up..."*

Appointment Setter's SCRIPTS and TIPS (Part 2)

Don't start asking them questions:

- *“Who do you advertise with...”*
- *“Why do you buy from...”*
- *“What do you advertise...”*
- *“Are they effective...”*

Just acknowledge their objection, and then move on to the appointment.

Appointment Setter's SCRIPTS and TIPS (Part 2)

There are So Many Objections

Actually, there really aren't all that many.

Here is a list of all the objections you will hear:

- I'm not Interested
- I have all the ____ I need
- I don't have time
- I don't have any money
- Expletive
- Hang up

Appointment Setter's SCRIPTS and TIPS (Part 2)

That is everything you need to be prepared for.

If you assume and control the conversation, you will never get any other objection.

**However, if you let the call turn into a Q & A session,
you know you went wrong and
now the customer is in charge.**

Appointment Setter's SCRIPTS and TIPS (Part 2)

Overcome objections such as:

- *I need to talk to my partner, boss, or VP*
- *I am not familiar with your company, do you have references?*
- *I am rather busy at the moment*
- *It'll be a waste of time if you pitch to me*
- *You are only trying to sell me something*
- *Just send me a fax or email on it to keep on file*
- *We are currently with someone else and we're happy with the arrangement*

Appointment Setter's SCRIPTS and TIPS (Part 2)

Overcome objections such as:

- *We already have more business than we can handle*
- *I need to wait on this, or let me think about it for a while*
- *I can buy it cheaper elsewhere*
- *I am not interested*
- *What you have won't work for us in our situation*
- *I sense there's too much sales pressure*
- *We've been burned before*

Appointment Setter's SCRIPTS and TIPS (Part 2)

Overcome objections such as:

- *We've been burned before*
- *I don't have the budget, or I find the price is too high*
- *I'm not certain that what you have will actually work, what guarantee do you provide?*
- *What you have is useless and waste of money*

I'm going to buy from you, but I need you to tell me that I am making the right decision.

Appointment Setter's SCRIPTS and TIPS (Part 2)

Everyone Just Hangs Up, What Do I Do

- **Call them back.** I know that sounds terrible and rude, but when I called I followed this script:
- Me: *“Hello, Paul were we disconnected or did you hang up?”* (80% will say you were disconnected)
- Me: *“Great, the reason for my call...”*

(Wow, you must of got an ear full after you pulled that, I bet your thinking. **Actually never.** Normally people would compliment me on my sales skills. Also, because they hung up on me, **most people will feel bad and hear me out.** Just remember be **persistent, but polite!**)

Appointment Setter's SCRIPTS and TIPS (Part 2)



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

Good Selling !



J.W. Owens - 561-372-5922
results.jwowens@gmail.com

A Perspective 101 Series



Disclaimer: The information contained in this presentation is intended solely for your personal reference. Such information is subject to change without notice, its accuracy is not guaranteed and it may not contain all material information concerning J.W. Owens. The Company makes no representation regarding, and assumes no responsibility or liability for, the accuracy or completeness of, or any errors or omissions in, any information contained herein. In addition, the information contains white papers, presentation from others, industry material, public or shared information from others and J.W. Owens that may reflect his current views with respect to future events and performance. This presentation does not constitute an offer or invitation to purchase or subscribe or to provide any service or advice, and no part of it shall form the basis of or be relied upon in connection with any contract, commitment or decision in relation thereto.