

Appointment Setter's SCRIPTS and TIPS (Part 3)

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A Perspective 101 Series



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What did the new trainees struggle with the most?

- They had a problem making their first 5 to 10 calls.
- They had a problem with waiting for customers answers. They would ask, “***which works best 1 or 2:30***” and then interrupt the customer before they answered. When you ask the customer a questions wait for the answer. Never say, “***Are you there?***”
- They had a problem with asking for permission. They fell into a habit of saying, “***is it ok, if we meet at 1 or 2:30?***”

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Your Phone Introduction

- Must state **name and company**
- It also is polite to **state your name and company**
- **Get excited and smile** (Smile & Dial)
- Sometimes it makes sense to sound like you don't care if you sell. (The customer may assume it really is a curtesy call.)
- **Pace their voice patterns**, but don't make it obvious. (Talk at the pace of the customer, while using their slang.)

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Don't Ask for Permission

- If your acting in their best interest, **why ask if you can help?**
- **The number one problem, our new trainees had, was asking for permission.** If you saw someone stuck on a train track, would you take the time to ask if they needed your help?
- Don't ask ***“Would it be OK if we meet on Tuesday or Thursday...”*** If **you ask for permission 98% will say NO!!!** You must assume you will provide a better product or service than a competitor. If you don't believe your product is the best, your client will realize that as well. **You must believe in yourself and your product or you will never meet your potential in sales.**

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- If you find yourself in a Q & A session, you know you probably lost the sale or appointment.

Avoid questions that don't have a YES or NO answer.

If you're not sure you can help, why are you calling?

Again if your company isn't the best, quit and go work for the best. Successful sales people don't ask for permission. From what I've seen, the difference between the best sales people I have worked with is that the best assume the client wants to buy or meet with them. **It really is that simple!**

These scripts showed a **70 to 80%** success rate. Also, I found that with a good script in hand I all but eliminated all of my phone anxiety and started to love selling on the phone.

Selling on the phone is not a Numbers Game, it's a Good Script + Practice Game.

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Here's a sample telesales script template that we think will give you a head start.

Opening

- *"Is this Mr. Jones? Hi, this is _____ with _____."*
- It's always a good idea to **clearly identify yourself and your company** in the opening. Don't misrepresent yourself by pretending you are conducting a survey of local business owners or by using a similarly deceptive approach. It will most likely backfire on you later in the call.

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Statement & Interesting Question

"We're offering a FREE No-Obligation Marketing Analysis. Have you ever worked with Direct Mail and _____ before?"

- The statement and question are designed to tell the prospect why you are calling and create the momentum you need to **carry the conversation to the next step.**
- The idea is to use a question that catches them a little off guard and **requires an answer you can leverage.**
- A question that asks the prospect if they have experience using the product or service you offer can work well because it gives you a **nice launching point for a discussion about your service or product.**

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The Offer

- *"Good, so you're already familiar with Direct Mail and Moneysaver. Our services are similar to perhaps with a company you've used], but there are a few important differences."* We also harness the power of the Internet and Mobile with your business.
- When you introduce the offer, **your goal isn't to overwhelm them with details**, but to give them basic information and **make the appointment!**
- Ideally, the call should naturally flow from the rest of the conversation and provide the prospect with **an incentive** to meet with a **SPECIALIST**

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Overcome Objections

- *"I understand your concerns about cost. Cost was a concern for many of the other local companies we do business with, too. That's why we've designed small business packages that are both affordable and flexible."*
- **Objections can cover a lot of territory.** Although your script should include responses to the most common objections you will encounter, they should always validate the prospect's concerns and present a way for him to justify a decision to meet with your **SPECIALIST**.

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Trial Close

- *"So it sounds like our next step is to schedule a time for our SPECIALIST to come out show you samples and what we do for other local businesses in the area, wouldn't you agree?"*
- The purpose of the trial close is to present a question that presupposes a positive response. The problem is that trial closes often end up sounding cheesy and unsophisticated. A question like, *"You would definitely be interested in purchasing the best product at the lowest price, right?"*, sounds forced and artificial.
- Instead, you might want to **consider using the trial close to introduce the next step in the process**, which in this case is a site visit.

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The Close

- *"Can we schedule your Appointment for _____ at _____ or is _____ better?"*
- A good close asks for the desired result with precision and detail , the point is that you need to **give them enough information to take the next step.**

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Script Skeleton:

- 1) “Hello, is this __Person’s Name__?”
- 2) “This is __Your Name__, from __Your Company.”
- 3) If they say they want to hang up, then let them. If they say something like “what are you selling” then ask them a question such as:
 - *“That’s a good question. Let me explain it.” (A Question like:)*
 - *“Are you looking to grow your business by 30% or more this year?”*
- This is a “**Big Fat Claim**” that will perk up the ears of your prospects. Plus make it a question that you are **pretty sure is a YES** for you your target market or disqualifies them as someone that could benefit from what you offer. **If “no” let them go.** If yes...

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Script Skeleton:

- 4) *“I’m a/ We’re a Direct Mail Marketing and Moneysaver and we help people like you to by helping them increase their business and customers. We also harness the power of the Internet with your business.”*
- 5) Ask some more questions to find some pain? *“What is the biggest challenge that will slow you down or stop you from growing as fast as you want to? What is this challenge costing you?”*
- 6) Make an offer: *“I will have one of our Advisors stop in with a FREE No-Obligation Marketing Analysis plus a packet with samples for your review.”*

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Script Skeleton:

Your asking for a meeting of some type.

- **REMEMBER:** You probably want an appointment from the phone, not to make the actual sale.
- 7) Set a time for the **FREE** meeting: *“What is a good day for you to get together this week/next week? Great what’s the best time for you?”*
- 8) **Make the sale!**

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

Good Selling !



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A Perspective 101 Series



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