

CONVERSATION HACKS THAT MAKE YOU IRRESISTIBLE

BEST PRACTICE
SALES SCRIPT

by teamgate 

Introduction

This e-book combines an exemplary sales scripts and some general tips which may help you close more deals. A good call script should include basic conversational elements which are explained in this book. Read this e-book if you want to know how to open the conversation, intrigue and qualify your prospect, as well as finish the call being sure the next steps are agreed upon. As an extra, you will find some basic yet effective tips which can lead you to success. Ever thought why body language or counting to five while on the phone matters? Well, we've got this, and more, covered.

Here's the script with explanations of each element. Once the phone rings and the person on the other end picks up:



Opening a Conversation

- *Hi, [name]. My name is [your name], and I'm calling from [company name].*

Identify yourself immediately, or the contact will hang up on you. Stay calm and use short sentences. Create a friendly tone as though you are already familiar with the person in the other end of the phone, but stay polite.

- *Did I catch you at a good time?*

This question demonstrates respect for the person's time, and an understanding that your phone call is not the only thing on his or her plate for the day. You may feel that asking this question sets you up to hear a no, but don't worry: whether someone says yes, no, or "No, but go ahead," the next statement makes the response entirely moot.

- *[name], I'm sure you're busy and I want to respect your time, so I'll be brief.*

This statement allows you to continue regardless of how the person initially responded to you, rather than scheduling another time to call. Since you've finally got a prospect on the phone, the last thing you want to do is hang up and attempt to catch him or her again.

Intriguing Your Companion

- *The reason for my call is [your value proposition]. We just helped [x] company to improve their sales process by 40%, so I thought it might be important to you too.*

The purpose of these sentences is to create a compelling reason for the person on the other end to continue the conversation. Do the research before the call, and prepare a good value proposition for him. You need to ensure that his pain points are your benefits. Simply tell him what you or your company are the best at, and what you have already done for other customers. You can mention a few big names and say that you specialize in the industry so you will gain his respect; you can also say that you're an expert with experience.

- *Now, you may be wondering if we can help you do the same. With your permission, let's talk for a few minutes to determine if there is something we're doing that you could benefit from.*

This statement opens up a dialogue so you can get permission from the prospect to have a preliminary conversation.

- *Would you be comfortable spending just a few minutes with me, if I stick to this timetable?*

This establishes a timeline, letting the prospect know that you're taking accountability for the length of the call, that you respect the person's time, and that you won't keep him or her on the phone. Once you've gotten the permission to continue, you now have a prospective customer engaged in a conversation with you--and you can determine whether there's a good fit.

Qualifying Prospect

- *What are your greatest challenges now?*

This question will help you understand his exact pain points. Stick to those problems in the conversation, and do not overwhelm him by adding additional benefits or features. Let him talk about his problems; most people love that.

- *How do these challenges affect your business?*

This can tell you his responsibilities and role in the business. You will know what tasks, goals, and KPIs he has in the company, and it might indicate whether he is a decision-maker.

Closing conversation

- *For my own understanding, what you are truly saying is... Is that accurate/correct?*

Recap what the prospect has shared with you in terms of problems, challenges, and objectives, to ensure that you are on the same page.

- *Based on what we've discussed today, I strongly believe you could benefit tremendously from our services because [point out how your product or service solves the problems that he mentioned].*

This will give him a better idea of how you can solve his problems.

Next steps

End the conversation depending on your purpose. Never leave a conversation without agreeing on something: set up the next call or meeting date, and agree on the follow-up actions.

- ***Mr./Mrs. _____, do you have your calendar handy? What day would be good for you toward the beginning or the end of the week? How about Thursday at 4:00 PM?***

Be specific about the timetable. Provide only one or two data options, but remain flexible and show how much you care about this.

General Tips:

Do **not** read the script, under any circumstances. Instead, practice the script as written, and then practice it from memory.

All of us prefer to interact with people we like and relate to. Follow their speed, speak in the same tone as they are.

Also, don't forget your body language:

Stand up. By getting on your feet and freeing your hands while you talk, you're in a much better position to be expressive because you can walk and gesticulate more easily. People who speak with passion and energy feel more motivated and close more sales. Also, if you stand with your shoulders back and look straight ahead, your voice will sound more authoritative and confident.

When you ask a question, stop and actually **listen** to the customer.

Don't be afraid of pauses. Stop after your questions and wait for answers.

Agree with them, but politely provide your opinion on the matter. Let them feel good about themselves.

If you don't understand a question, count to five before answering. This will give you time to reflect. If it still doesn't make sense, ask to rephrase by stating that you don't quite understand what the speaker wants.

Turn on your smile. Smiling affects how we speak, and listeners can identify the type of smile you're wearing based on the sound alone. Since 84% of every message over the phone is about the tone of your voice, it's imperative to make sure that your "smiling tone" comes through loud and clear.

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