



Telephone guide

Step 1:

Know what you are talking about!

Prepare what you want to talk about. Create a sales pitch. Prepare good questions to ask. You should be so prepared that you can be present in the conversation and focus on the person you are talking to.

Step 2:

Prepare every single call

Check the webpage. Know who the relevant person is. Get the name and position. Google & LinkedIn the person. Look for common denominators between you. Know what they do.

Step 3:

The mental relationship with the next call

Be mentally present and *attentive*. Do step 1 og 2 so thoroughly that you have the mental headroom to listen! Do the **rapport exercise**. Picture the conversation. Picture the other person as *happy* and *interested* in you and your product. That you like each other, and that there is a good vibe between you. Your expectations form your reality.

Step 4:

It goes to voicemail

"Hello, I am calling from..., my name is...". Briefly explain why you call. Leave a **happy** message. End your message stating that you are looking forward to establishing contact! Keep calling and leaving happy sounding messages - you must sound joyful and excited (*but still be you - no acting*)!

Step 5:

Starting the conversation

"Good day, I am calling you from..., my name is... are you able to talk right now?"

Step 6:

The "dancing"

Ask five questions - always as a "dance", never as a locked system!

- Why / what is the reason for...?
- What do you have now/do now?
- What is good about it?
- What could be better?
- If you were to do something else what would that be?

Step 7:

Ending

Agree exactly when and how the next contact will be. Agree on a specific day and a specific time. **Never** let the customer call back, even if he insists. Repeat what you have talked about, and what you have agreed. Wish them a good day.

Step 8:

Follow-up

Do it, do it, do it!

You are the sales person. By being tenacious and politely persistent you will be perceived as serious and hardworking.