

MDRT MINUTE



“Transforming the Telephone Call”

1) Have a Strong Introduction. The introduction sets the stage for the entire call. On an outbound call you are trying to introduce yourself and ask for permission to speak. “Hi, this is Steve Kloyda with Telemasters. Did I catch you in the middle of something or do you have a quick minute to talk?”

You may have been taught never to ask anyone if they have a minute, but most of the time they respond with, “I am always in the middle of something, but what is this call about?” Now they have given you permission to speak. If they say they are busy, ask when would be a better time to call back. When you do call back, you immediately have rapport because you respected their time in the first place.

2) The Opening Statement. State your purpose with something like, “The reason for my call,” or “The purpose of my call,” or “I’m calling in regards to...” Always end with a question, because it engages the person that you are speaking with and it will determine the direction of the call.

3) Ask the Right Questions. Think of the questions like a jigsaw puzzle. With each piece that you put together, the picture begins to emerge. Ask questions based on the purpose of the call, so that the problems or issues that need to be solved become clearer and clearer.

4) Listen and Learn. The person that you are speaking with will tell you everything that you need to know, if you ask the right questions and listen. Listen for opportunities to capitalize on and for ways to accomplish the purpose of the call.

5) Work Through Their Objections. The key to working with objections is to find out what is the real reason by asking the right questions. When working through objections:

- Listen and avoid becoming defensive.
- Ask questions to identify and to create an opportunity.
- Stay focused on the purpose of the call. Don’t make the objection an issue.

6) Ask. Did you know that 50 percent of salespeople don’t ask at all? Forty-six percent only ask once. Four percent of salespeople ask five or more times. And 60 percent of all sales come on the fifth attempt. Asking for a decision is a test of your confidence. Do you really believe enough in what you are doing to ask people to buy?

7) Actively Engage in Self-Promotion. We are all in sales, whether we like to admit it or not. You are the product and the first thing that is bought in the conversation. Have confidence and belief in yourself.

Steve Kloyda is the creator of The Telemasters System®, a unique system for achieving superior results on telephone sales and customer service calls. Kloyda’s motivation, insights and down-to-earth strategies provide a powerful learning experience for all. His 2003 MDRT Annual Meeting presentation, *Master the Telephone Connection*, is available from the MDRT Power Center (www.mdrtpowercenter.org).