



Telephone Cold Call V1.2b

“life is like a
box of **chocolates**
You never know
what you **get** “

Forest gump

“A **SALE** is always made.

Either you sell the customer on **yes**

Or he sells you on **no**“

Jeffrey Gitomer

Introduction

An organized sales effort is as easy as 1-2-3

- ① **Prospecting & securing appointments**
- ② Sales presentation & Closing
- ③ After-sales & Upselling

Prospecting

..begins with

LEAD GENERATION

“suspecting” of qualified prospects.



Prospecting

Leads generation sources :

- referrals - word of mouth
- organizations – conduct talks
- conferences – biz cards exchanged
- existing clients (their office mates)

Tips : use FRAs for leads, not sale
(friends, relatives, acquaintances)

- newspaper & printed media

Tips : 6 – 8 weeks old, Biz section (common),
Classifieds, Display Ads



Prospecting

Customers have **natural resistance** towards salespeople or someone they do not know.

Customers are preoccupied with themselves or in a state of **indifference**

Prospecting

Before you begin...

1. The 1/3 concept sales you will never get.
1/3 you will get (no matter what)
1/3 you learn to get
2. Always replenish prospect database
3. Time (when) to do telephone cold call.
4. Objective – focus to secure
APPOINTMENT only



Prospecting

Before you begin...

5. Track your ratios

Cold calls – the number game.

So know “your numbers”

Don't just EVOLVE without taking control.

i) Calls : Appointment : Sales

ii) No : Yes

(the 250 “No” boxes – gets paid)

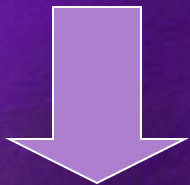
Prospecting

Example... Track your ratios



Calls : Appointment : Sales

20 : 5 : 1



No : Yes

19 : 1



Cold Calling (telephone)

Before you begin... some tips

1. Tools - mirror, timer, scripts
2. Practice your script (record)
3. Good posture - stand up
4. Voice – smile, professional, clear words
5. Get to the point (fast) – state your purpose within the first 2 sentences
6. Make it **KISS** (short & sweet)
7. Be somewhat humorous (optional)
8. Offer or ask for help



Pushing the **B**UYING **B**UTTON

When “getting your appointment” (phone)
– apply these button pushing techniques :

- ① Ask about “importance” or “significance”
- ② Ask about area you think is “hot” (popular)
- ③ Ask questions in a subtle way
- ④ Use “If I (*offer solution*)...., would you (*commit or buy*)...” phrases

Cold **C**alling (telephone) - how

Connect

Rapport (Greetings & permission to talk)
Value statement (optional)



Ask for appointment

Create Interest
Reason for calling
Handling Objections & Indifference



Closing

Confirm appointment or
Confirm appointment to call back
Thank you

Kring.. Kring..

Some preliminary self-checklist :

- Confidence level
 1. Defeat self-sabotage (negative self talk)
 2. Positive affirmations (visualize it happening “*seeing is believing*”)
 - “I’m confident & professional...”
 - “I deserve to be successful...”
 - “Prospects love my interesting products & services..”

Kring.. Kring..

check :

- Good telephone script & lots of practice
 1. first 16 words
 2. power statements or value statement
 3. closing statement

Kring.. Kring..

Your Direct Value Statement (DVS)

- An answers to “what you do ?” and “how you do it” to benefit customers...

“Good morning En Roslan.

*I’m Jas, mutual funds consultant (professionals)
from.....*

*We assist our clients with..... (products) by
..... (solutions)”*

Your Direct Value Statement (DVS)

“Good morning, may I speak to Encik Abu.

En Abu, how are you today ?

I’m a wealth planner with

*We assist our clients plan their financial goals,
(and achieve them) with our customized plans &
proven investment products”*

Cold **C**alling (telephone) - how

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Closing

Confirm appointment or
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Thank you

Connect

Skills required

- be professional @ opening & the medium of message

“your voice influence the mood of the call & your customer”



Connect

- How's your voice ?

1. tone

- how you express emotion
- adds quality & life to your message

2. verbal

- words spoken clearly, concise, pronunciation
- flows & understood
- scripts/sentences can determine tone of your voice

Connect

- What's a GOOD voice ?
 - speak clear, concise & easily heard
 - pace & pauses
 - warmly energetic (not monotonous)
 - pleasant (smile voice)
 - comfortable pitch

If you mumble (swallow words), talk too fast or displeasing to hear – NEED TO IMPROVE

Connect

Exercise : assess your voice

- Tone – pitch, emotion, professional
- Verbal – clear & flow
- Overall – comfortable & interesting



Connect > Rapport

- The script

“Askm, is this En Kassim ? (wait response)

How are you today En Kassim ?

En Kassim, I’m from

Are you free to talk now, about 2 minutes ?”

(wait for response & offer to call back if not free)

“Hello, may I speak to En Labi please ?

En Labi, Selamat Pagi. I am calling from

....., is it convenient to talk now ?”

Ask Appointment

Skill required

- Create interest or desire – enthusiasm (voice) & “hot” topic
- Language & choice of “right” words
- Show value
- People respond in “KIND”



Ask **A**ppointment > **R**eason

“The reason I’m calling you today is to set an appointment, so that I can share/show you how.....”

Ask Appointment > Create Interest

- The script (KIND = RM 1 million)
“En Labu, I have some interesting ideas to share with you.
If I can show you how to make **RM1 million** with only **RM100** monthly investment, would you be interested ?”
(+ve response)

Great, would Monday 2pm be convenient for you”



Ask Appointment > Create Interest

- The script (KIND = RM 2 mil retire fund)
“Pn Shima, I have some interesting ideas to share with you.
If I can show you how easily you can retire with **RM2 million**, would you be interested ?”
(+ve response)

Okay then, would Monday 2pm be convenient for you”



Ask Appointment > with Referral

The script

(by referral) “I’m calling at the suggestion of Puan _____ from _____. She spoke highly of you & recommended me to see you. For your information, she has benefited from this interesting investments plans.”

Handling Objection & Indifference

Example

1st objection

“That’s alright Mr Arif. I understand how you feel. I assure you I will keep that in mind when we meet. On that basis shall we meet on _____ at _____
?”

Handling Objection & Indifference

Example

2nd objection

“I really appreciate your frank opinion En Hamid and I understand why.

Many people with similar problem, benefit from the ideas & plans I shared with them. After all, it will only take 10 to 15 minutes of your time & there's no obligation.”

Handling Objection & Indifference

Example

3rd objection

“That’s alright Mr Brad. Most people say that, even before we call.

I would like to make these 2 promises to you,
I will not sell you anything during our first appointment, and

I will come back to you for a second appointment ONLY with your permission

Does this sound fair to you? So, can we meet _____”

Handling Objection & Indifference

Example

4th objection

“Okay Mr Brad, I may have caught you at a bad time. Is it ok if I keep your name in my file and contact you in 2 -3 months’ time ?

Thank you. I shall call you then. Hope you have a better day.”

Handling Objection & Indifference

- The Verbal Tai-chi method
- The Feel-Felt-Found method

The “Verbal Tai-Chi” method

1. Allign (listen & admit)
2. Redirect (provide solution at right time)

Verbal Tai-chi weapons :

“Maybe ... You can begin to ...”

“Perhaps ... If I were you, I would also feel like that ...”

The “Feel-Felt-Found” 3F method

Examples..

“That’s alright En Ahmad. I understand how you feel and assure you I will keep that in mind when we meet. On that basis shall we meet on _____ at _____?”

“I really appreciate your frank opinion and understand why.

Many people with similar problem, benefit from the ideas & plans I shared with them. After all, it will only take 10 to 15 minutes of your time & no obligation.”

The “Feel-Felt-Found” 3F method

P : I'm not interested

A : En Rahman, I didn't think you'd be interested.
That's exactly why I'm calling you.

P : What ?

A : En Rahman, most people say they are not interested in our products (plan/idea) when we first contacted them. But they turned out to be our most satisfied customers (have peace of mind that they plan their finances objectively).

Lets try another 3F method

P : I feel that present market is too uncertain and I'm not interested.

A : I understand exactly how you *feel*. Others *felt* the same way when we first spoke to them. But this is what they've *found* (explain – market uncertainty is a rare opportunity, maybe once in 5 or 10 years ? It gives us an opportunity to gain high returns/profit when investing in market lows.

Furthermore, there are many ways to invest in such a market, I'll share with you when we meet. Does this answer your concern ?

Lets try another 3F method

P : The market is heading into a recession and you want me to invest ?! (feel)

A : I understand exactly how you *feel*. Others *felt* the same way when we first spoke to them. But this is what they've *found* (explain –if we live in a perfect world, there's no need to plan. There's always plenty of food & money for all our needs. But because of uncertainty/recession/ volatility that we need to plan our future finances). Do you agree with me ?

Closing

“Shall we meet on the dd/mm at (time) at (venue)...?”

Tips :

1. leave your contact number for last minute unplanned changes !
2. Reconfirm again, before meet (esp if distance appointment is far)

Exercise

- Develop your “Indifference/telephone” Scripts
 - “Not interested”
 - “I have no time, too busy”
 - “I’ve no money and not liquid now”
 - “I already have a consultant”
 - “I have a bad experience”



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