



# Sales 101

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Sales- Phoning Cold

# Introduction

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- Businesses live on building customer relationships and making sales.
- If you are not a sales driven business, you will not be in business for long.
- The most effective sales tool is the telephone and nearly every sale starts with a telephone conversation
- So why are you ignoring it!



# Agenda

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- Introduction
- Basic Philosophy
- The Sales funnel
- Why are you calling?
- Preparation is key
- When to call
- Who to call
- Doing the job
- Tracking your performance
- Listen while you learn.

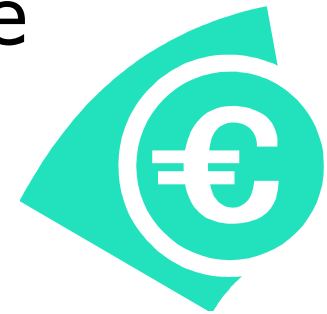


# Basic Philosophy

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The more calls you make  
the more leads you get



The more leads

the more meetings and sales.

The more sales, the more revenue,  
the more commission, the more  
money.



# The Sales Funnel

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- The more you put in the top, the more you get out the bottom
- Work out your conversion rates
- Work out your target sales and work back to how many calls you need to make.

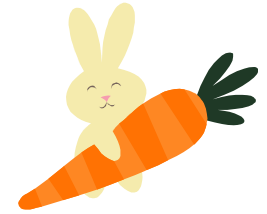
# What instincts do you sell to?

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○ Fear



○ Greed



# Why are you calling?

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- To be successful when calling you need to know why you are calling.
- What do you hope to learn from the call?
- What do you want as an outcome?
- What is your follow-up?



# Preparation is key

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- Call Script or cheat sheet
- Research on the company you are calling- know your target
- What do you want to learn and who can you learn it from?
- List all the calls you want to make with phone numbers, target contacts
- Sit down and concentrate on selling only- no interruptions.

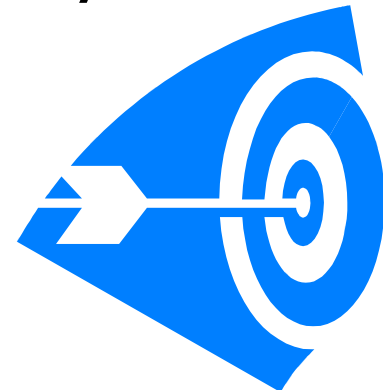


## Who to call

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Depends on what you want

- Who knows the most about how the company works, how things get done?
- Who influences the buying decision?
- If your selling software do you call the IT department?



# When to call

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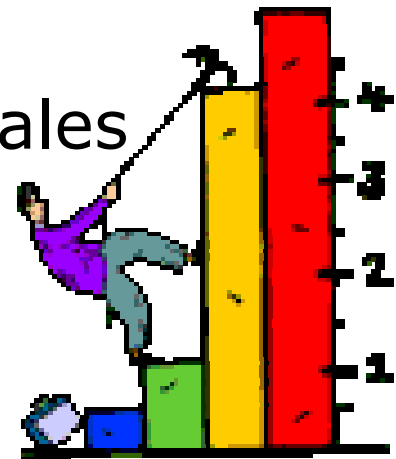
- Depends on who you want to speak to
- Monday morning meetings and lunchtimes– good time to question PAs and receptionists
- After work hours good time to talk to busy executives
- Ask if it's a good time to talk and ask when a good time is. Call at that time.



# Tracking your performance

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- Set goals that are realistic and measurable
  - No. of calls per hour
  - Amount of useful information gathered
  - No. of target person reached
  - No. of calls pitching
  - No. of meetings/follow-ups/sales achieved.



# Doing the Job 1

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- Smile on the phone
- Sit upright
- If you are wearing your PJs they will sense this!
- Write down what you need to – do not type or use the PC.
- Do not try to remember what was discussed.



## Doing the Job 2

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- Use a prepared script or some choice phrases , but be prepared to change
- Tell them why you are calling
- Ask if now is a good time to call
- Build empathy
- Note any personal details you can gather.
- Keep Smiling



## Doing the Job 3

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- Listen to what they are saying- find out their pain
- Use your fear or greed logic/pitch
- Solve their problems not yours
- Create win-win solutions





## Doing the Job 4

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- Close the deal- make the sale, ask for an appointment or whatever action item you want to achieve.
- Sending information is a brush off not a success, if you wanted a meeting or sale
- Thank them for their time
- Always remain polite and friendly.

# Follow-Up

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- Congratulations- you have an appointment
- Now what do you do?
- Sales 102- Managing Sales Appointments

