

Sales Tip!



How To Get More Appointments When Prospecting

Few salespeople like to prospect. Frankly, most salespeople relate prospecting to cold calls. However, as a sales professional, you don't have to like prospecting, you only have to do it!

Here are a few tips to get you started before you pick up the phone:

- 1) Lose the head trash – Head trash keeps us from making phone calls more than anything else. Here's what it sounds like to yourself:

"He won't accept my call." "They don't need what I sell." "They don't work Friday's."
"The CEO won't want to talk to me."

These mental blocks keep you from getting what you need in sales... Appointments!
Why demotivate yourself this way?

- 2) Sound like a friend – When you get a gatekeeper on the phone, many salespeople start the call with something like:

"This is Bob Smith from ABC Company. Is George Jones available?"

The gatekeepers immediately know you are a salesperson. Because you sound like all the salespeople that came before you. The gatekeeper will immediately put you in voicemail, or tell you the person you're trying to reach is unavailable or not in the office. Instead try say something like:

"Good Afternoon it's Bob. George has probably already gone to lunch?" or "George is probably not in?"
Because it's asked this way, the gatekeeper can't help but respond with "no he's here" if he is indeed there.

- 3) Begin the conversation by using a pattern interrupt – A pattern interrupt helps us gain the attention of the prospect. When calling someone you can guarantee one thing... you interrupted them. Instead of saying "Do you have a minute?" or "Did I catch you at a good time?" Try "Did I catch you at a bad time?"
Or "My name probably doesn't sound familiar?" Follow this with "I'm not sure if what we do would work for you, but let me take 30 seconds to tell you why I called, and you can decide. Sound OK?"

If you start your conversations like this, you'll set yourself apart right from the start
AND get more appointments.

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