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# School of Professional Development

**Dan White**

Presents

**R.S.T.**

**Relationship Selling Techniques**

**Means**

**Romance**

**Relationships**

**Repeat Business**

**Learning how to**

**Make Your Customers Say**

**“WOW!”**

This Booklet is a collection of bon mots. It is full of great ideas on how to grow your business. It was not written as a book, it was more of a merging of ideas..... If you can deal with some of it feeling a little disjointed, I think reading this is invaluable to both newbies and sales pros alike... Remember that sometimes just one thing can make all the difference in the world to the money you get to send at the end of the day.

**So let's get started by:**

## **Stepping Outside Of Your Paradigms**

Paradigms are common and useful. They focus our attention and give us rules. But don't let paradigms affect your ability to step outside of them. Inventors are newcomers, they have nothing to lose.

***New rules are written at the edge of unbelievable. Find novel ways to make your customer love you!***

Paradigm Pioneers are those who get involved in the early stages of an idea. Anyone can be a pioneer of new thinking. Instead of looking to the past to predict the future, dream up new and exciting ideas and create your own new and unique future.

You can change how you think and you can choose to see the world from a different vantage point. You can choose to see a new world where you can find new ways to build relationships with customers and build brand loyalty.

There is a natural resistance to change. Making future predictions based on past events and experience is an example of a paradigm. By restricting ourselves to the past, we commit ourselves to repeating it. It is thus that history repeats itself and progress stagnates.

Paradigms can blind you to seeing only what you expect to see. The world has changed; you cannot win by quality alone. Quality gets you in the game and then you have to be better than the next guy who also has quality. If you want to survive you need to not only deliver quality, but the delivery also has to be done with quality.

You have to be inventive: Ask yourself "What is it today that seems impossible to do, but would have dramatic impact on the world?. Find the answer and you will impact the world". (Or at the very least impress the heck out of your customers.) Learn how to work out of the right brain, creative side of your brain.

Spend fifteen minutes every morning over a cup of coffee. Ask yourself, "What problem can I solve to day to make my life easier. Set your objectives, and accomplish the tasks you set for yourself daily. Try one new approach per day to solving problems, or achieving objectives. At the end of the week, compare your results to those of the past. You will be absolutely amazed at how much more you can achieve.

## **Having Good Products and Service Is Not Enough!**

In today's new Global Economy we have to look to new ways to do business. We have to pick our values, tribes, community and who we are to be.

We need to have a Mission Statement, but in reality few people in any given company can tell you what it is. So a mission statement is more of a business planning tool. What is more important to make known is what business you are in, what is your core competency, how you deliver it and why people should deal with you. That your company rank and file can understand, internalize and remember.

The world is now known as "flat." The sense of community is no longer just geographical. It is divided by values and interests. That means; you need to define who you and your customers are and what you represent.

One has to make sure they do a reality check before they go to social networking to build their business. The grand gurus of business who think they can build their businesses by social networking don't understand the meaning of the word "Social." are out to lunch on a social network break.

The world of social is going to change to understand that social is personal interests and needs to be separated from business. You don't talk about work when you are in bed with your lover and you don't talk about sex when you are selling computers. Sexy maybe, but sex NOT! So understand that there is a difference.

Twitting and Tweeting have a purpose, for social networking and politics, but not for those who contribute to the gross national product. The movers and shakers have no time to sit with their thumbs on their smart phones and tablets waiting for the next tweet to come, or the next buzz to build their business.

Here is a question; who wants to have the cost of social networking built in the cost of the things they need for business? We live in a flat, price conscious, global economy. No one wants to pay more than necessary as evidenced by everything made in China. Small business needs to be competitive and trying to stay current with all that happens in Cyberworld is a lost cause. Save the time and money and focus on wowing your customers.

Your customers may or may not be a community... in most cases they don't need to know or bother with each other. Regardless of that, they need to be able to contact your company and get whatever it is that you have that they want. Prospects and Customers want instant answers and they want it now. The new customers are not going to sign up with you so that they can consume their day watching for your every tweet. If prospects want to know what your regular customers think make it possible by putting a testimonials area and comments section on your website... When it comes to knowledge we live in an instant gratification world, so it is up to you to make it possible. They should not need to go looking for a chat area about you, which likely does not even exist anyway.

Small business does not have time to live it Tweetville, or the money to hire people to manage Twitville. In the months and years to come how we share information will become much more sophisticated and will require a greater degree of understanding of the minds of those who have the choice to deal or not to deal with your company. The first impression must be impressive.

Your web site must be real or you won't even get past the border of yesteryear's community boundaries. The world of the do it yourself web site is coming to an end. The future will give way to a new breed of web masters... they will have the real stuff.... There will be no choice, pay them or fade away into the past rubble of failed attempts to do business via the web. Those who pay the bucks and have fantastic web sites will prosper. Those who think they can't afford to hire the best will realize that being the best is what is required.

Having talked about web masters, the old glory days of getting paid big bucks just because you can do the job are over. The web masters of the future will be those who deliver the best value proposition. They will prosper, but they won't get rich overnight... the high paying glory days of the first web masters is in ruins. To survive financially today means that no matter what you do, you have to deliver awesome value.

Instead of thinking of building a house of business that won't stand, instead... understand who your customers are and be what they want you to be. Not only should you be what they want, you should work to exceed their expectations. You need to define who your business tribe is.

We need to pick a tribe to belong to. Defining the word "Tribe" as being a group of people who are held together by common bonds, values and aspirations.

- We need to attract new customers
- We need to know where to find them
- We need to build relationships
- We need to get repeat business
- We need to make our customers say "WOW!"

In business today, more than ever, we need to look to new and innovative ways to attract clients and to keep customers coming back for more. If you look at customers as dating prospects, it gives you a good base line thought train to start from. Look at romancing your customers, just as you would if you were (or are) in the dating market.

Think about things like; if it was a member of the opposite gender, to whom you are attracted; do you want to date them once or do you want to go steady with them. Take it one step at a time. The first date is like the first business transaction. If the occasion was a great one, there will be more to follow. Romanced people and customers develop into long term relationships.

Just as in dating your goal may be to get into bed with them. (I am just figuratively speaking of course.) However, if you want to get into bed with them, it starts with getting them interested in what you can do to please them. Don't try to make a sale before the romance part of a relationship. Start off with something of interest to them. You don't start off by thinking what they can do for you. You need to be genuinely interested in how you can help them improve their life. If they; like you, trust you and you can provide solutions to their problems, they just may fall in love with you or at least come back for another experience.

If you see a beautiful prospect, don't walk up and ask them to jump in the sack with you. The same thing applies to business prospects. You will get rejected if you bypass romance and go straight for the close. clothes. ( pun intended. The pun word is "clothes") First find out if you like your prospect, and more

importantly, determine if they like you. Establish a mutual good feeling, that is after all, the number one objective of everyone, is “To feel good.”

Now in getting back to just about business; make sure you use a customer management system (CRM) so that nothing falls in the cracks and you know where you are with all your prospects and customers, all the time. For every prospect and client have a notes section in your CRM program where you track all communications. Keep records of all emails, phone calls, text messages, emails and one to one meetings. Put reminders in your system of your next follow up with the person.

Think about how you want prospects to see you before selling them anything. Make sure your prospect is not just a tire kicker, or is not yet ready to seriously consider your services. You can be interested but not pushy.

Once you have established a good feeling with your prospect, and then you can begin work on establishing trust. The easiest way to get this started is to avoid selling anything. If you start selling before the prospects are interested in buying from you, you are probably wasting your time. People do repeat business with people they like and trust.

Relationships are built on repeated pleasurable experiences. The more you make them feel good, the more they will look to you for answers to their needs and problems. In relationship selling, the steps are ... Attention, Establish Rapport, Gathering information, Proposing Solutions, Creating Desire (Proposing Good Feelings), and Closing the sale.

Repeat business goes to the suppliers who are in constant contact with their customers, otherwise the business goes to the various suppliers who just happen to be in the right place at the right time but don't get the repeat business. Repeat business comes from your close relationships that you develop. Repeat business comes from the people who like you and enjoy the experience of dealing with you. Repeat business comes from the people you make feel good.

T. Scott Gross says in his book *Positively Outrageous Service*, about wowing your customer;

- \ Remember the customer even when they are not buying.
- \ Give something free of cost and occasion.
- \ Become a product and service fanatic.
- \ Entertain the customer.
- \ Demonstrate that the customer comes first by respecting their time.
- \ Say you are sorry for the slightest slip from standard.
- \ Ask for the customer's opinion.
- \ Promote internally.

- ↳ Know the customer by name.
- ↳ Invite the customer to play.

# Romancing the Customer

\*\*\* The Faces of Your Customers. \*\*\*



**The happy customer who got more than they expected. They tell 8 people about their experience with you.**



**The unimpressed customer who got what they expected. No more and no less. They tell no one about you.**



**The disappointed customer they got less than they expected from you. They will tell 20 people about you.**



**The irate customer who got what they did not expect from you. They will tell 40 people about you.**



**The Wowed Customer tells everyone about you!**

**Go ahead, make their day!**

## STATISTICS OF UNHAPPY CUSTOMERS WHO BUY AGAIN.

- 9% WHO DON'T COMPLAIN
- 19% COMPLAINT IS NOT RESOLVED
- 54% COMPLAINT WAS RESOLVED.

Just listening can keep buyers from walking. The figures above are for shoppers who are **dissatisfied** with products or services worth more than \$100.00.

### **To Romance your Customer find out about their HOT BUTTONS.**

*(Only Romance the customers you want to keep)*

- |   |                         |   |                    |
|---|-------------------------|---|--------------------|
| ☺ | <b>GREED</b>            | ☺ | <b>SECURITY</b>    |
| ☺ | <b>LOVE</b>             | ☺ | <b>HEALTH</b>      |
| ☺ | <b>LUST</b>             | ☺ | <b>SAFETY</b>      |
| ☺ | <b>FEAR</b>             | ☺ | <b>LONGEVITY</b>   |
| ☺ | <b>VANITY</b>           | ☺ | <b>CONVENIENCE</b> |
| ☺ | <b>DESIRE FOR POWER</b> | ☺ | <b>WEALTH</b>      |

☺ **HAPPINESS**

*The **more** “Hot Buttons” you push and the more pleasure you create each time they are in contact with you, the more they will look for **more** ways to do business with you.*

**THE ANSWER IS ALWAYS “YES”**

(Unless there is a genuine reason why not, and not the other way around.)

Make your customers say wow! The answer to all inquiries is always ‘yes.’ Your customer wants you to help them, that’s exactly why they are calling. The answer is yes, before you know why they are calling. It stays yes, unless it becomes impossible or unreasonable to accommodate them. First of all the customer has likely already established in their mind that you may be able to meet their needs. If you don’t satisfy their needs, someone else will. If you don’t satisfy their desires, someone else will.

- 1. Acknowledge you understand the request, and will be happy to make them happy.***
- 2. Tell the customer that you will do everything within your power to satisfy their request.***
- 3. Volunteer useful information.***
- 4. Make the customer say "WOW!"***

Learn service strategies to impress your customers. Start off on the right foot and stay there. Understand how building your customer base is building your business. Don’t call clients looking for ways to sell your services, call them to find out how you can help them improve their business.

Use proven methods of creating business relationships, and invent new ones. It's easier to keep existing customers than to find new ones, so look for ways to enhance your present services, call your clients as often as you want to business with them. The squeaky wheel gets the grease and the supplier who calls at the right time gets the orders. Put in place procedures to ensure you stay in touch, and keep helping your client’s bottom lines and you will be continually developing strategies and winning ways.



***When it comes to your customers, don't just swim with the sharks, fly with the Eagles, fly miles above the sharks. Learn how to outsell the born salesman by making your customers love you. To receive love, you first have to give it.***

***Dan White***

Remember, in order to have repeat business, you have to remember the ...

## Customer Bill of Rights

- 1 *As a customer you are entitled to be treated like a real, individual, feeling Human Being with friendliness, honesty and respect.*
- 2 *As a customer, you are entitled to full value for your money; when you buy a product or service, you should feel assured that it was a good buy and that the product is exactly as it was represented to be.*
- 3 *As a customer you are entitled to a complete guarantee of satisfaction. This is especially true when you buy the product sight unseen.*
- 4 *As a customer you are entitled to expect on time delivery. Further to that, you have a right to be advised when there is going to be a problem.*
- 5 *As a customer you are entitled to courteous, knowledgeable answers to inquiries. You are entitled to all the help we can give in finding exactly the product or information you need.*
- 6 *As a customer, you are entitled to be an individual dealing with individuals.*
- 7 *You the customer are entitled to have your phone calls answered promptly, in a friendly, personably, professional manner. You are entitled to have your call put through without delay.*
- 8 *It is your right to be treated in exactly the same fashion that you want to be treated when you are the customer.*

## THE GOLDEN OBJECTIVE

The finest objective is to strive for ‘UNSATISFIED CUSTOMERS’. An unsatisfied customer is one who just can’t get enough of your product or service. This is not to be confused with a dissatisfied customer, who have had a bad experience with your company.

An unsatisfied customer raves about their experience, and tells **everyone**.

*Therefore the #1 OBJECTIVE is to deliver incredible Customer Service.*



# STEW

**S**atisfy  
**T**eam  
**E**xcellence  
**W**ow

Stew Leonard built the world’s largest Dairy Store with the policy of “STEW”, lots of human relation skills and the two golden rules of CUSTOMER SERVICE.

The success of Stew Leonard began with a 6,000 pound piece of granite located at his store entrance, chiseled with the following two rules.

*Rule 1: The Customer is always right.*

*Rule 2: If the Customer is wrong, read rule number one.*

## **10 CUSTOMER SATISFACTION QUESTIONS**

1. Do You Know Why People Repeat Purchases With Your Company?:
2. How Do Your Customers Evaluate You?
3. What Are Your Customer's Expectations Of Your Company?
4. How Well Do You Measure Up To Their Expectations?
5. Do You Regularly Measure Customer Satisfaction?
6. Do You Publicize Satisfaction Measurement?
7. What Is Your Procedure For Handling A Complaint?
8. How Easy Is It For Your Customers To Lodge A Complaint?
9. What Do You Do With The Complaints Information?
10. List Your Buying Preferences And Compare Them To How You Treat Your Customers.

## **ON CUSTOMER CONTACT**

1. Control and guide the conversation.
2. Request the information you need.
3. Request it in the order that you need it.
4. Use both open and closed questions.
5. Record and repeat information.
6. Demonstrate you understand.

In order to do good business, you need to develop superb ...

## **TELEPHONE SKILLS**

The telephone was invented in 1876 in Brantford, Ontario by Alexander Graham Bell. It attained common usage around 1920. There are more than three times as many phones in use in North America than there are people. The national average of phone calls per person is 14. If you want your business to prosper, use the phone. It is the most effective method of generating sales. Remember it is not necessary to call all your clients, only phone the ones you want to do business with.

### **PHONE POWERS**

- POWER 1. It is easy to reach someone by telephone, but it is an open doorway and you may not be welcome, so make sure you ask permission to talk.
- POWER 2. It is more convenient to pick up the phone and make contact; it may not be convenient for the customer, so ask if it is convenient for them to talk.
- POWER 3. Few people can ignore a ringing telephone, but it does not mean they are happy to receive your call.
- POWER 4. Always be professional in your demeanor; you are seen as representing your organization to the person on the other end of the line.
- POWER 5. They can't see you, so be sure to use your most professional and friendly tone.
- POWER 6. Telephone conversations tend to be shorter, so don't waste time with idle chatter unless your client demonstrates that they want a chat break.
- POWER 7. Because telephone calls should be shorter than one on one meetings, that means that usually, more can be accomplished in a shorter time than in a face to face situation.
- POWER 8. It is often easier to take initiative and control the conversation on the phone than in person.

### **TELEPHONE PERILS**

- PERIL 1. It is more difficult to establish rapport. Introductions, handshakes, and eye contact are usual in a face to face meeting. On the telephone, there are no visual signals to confirm you are on the same page as the other party.
- PERIL 2. The caller is more likely to intrude at an inconvenient time and not realize it.

- PERIL 3. It increases the likelihood of someone jumping to a wrong conclusion about someone, based on just the telephone conversation.
- PERIL 4. It's easier to erroneously assume that you have someone's undivided attention when you are talking to them on the telephone.
- PERIL 5. People are easily distracted during a telephone conversation.
- PERIL 6. The parties' attention can wander.
- PERIL 7. There is a temptation to do more than one thing at a time.
- PERIL 8. It is more difficult to communicate information and avoid misunderstandings.
- PERIL 9. People remember what they see better than what they hear.
- PERIL 10. Purely verbal descriptions are more difficult than visual evidence.

## **TELEPHONE FRUSTRATIONS**

1. Not getting a reply fast enough, especially when you know that there has to be somebody there.
2. Encountering an incompetent telephone operator who puts you through to the wrong extension, and or cuts you off, and or who doesn't know who's who, and how to reach them.
3. Not knowing who you are talking to, or what authority they may have to help you.
4. Being called at an inconvenient time and having the caller assume that since you answered the phone it must be convenient for you to talk.
5. Being left hanging without an explanation of what's happening.
6. Someone jumping to an erroneous conclusion about your needs before you have a chance to explain them.
7. Being forced to answer a series of closed questions that don't adequately allow you to address your real needs.
8. Someone ending the conversation leaving things vague and you uncertain about what will happen next.
9. Your telephone call not being answered, or being greeted by an answering machine.
10. Someone not returning your call at all.

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**OUTGOING CALLS**

1. Can replace a physical sales call.
2. Saves time.
3. Saves money.
4. Saves travel.
5. May not be convenient for the person you are calling.
6. May not seem important to the customer you are calling.
7. Represent you and your company.
8. Need to be planned to be easily understood.

**INCOMING CALLS**

1. Are not always convenient for you.
2. Do not always seem important.
3. Are not always clear.
4. Are your organization's "front line".
5. Is often the only contact your customer has with your company.
6. They often judge the company by your performance.
7. Require your full attention to handle well.
8. Require a great deal of skill to handle well.

## Effective Phone Tools



How you come across on the phone depends on the smile in your voice. You can only have a smile in your voice when you are actually smiling. The exercise of smiling changes the tone of your voice. Always have fun and show your happy face while you are on the phone. A good reminder of the importance of a happy voice is to hang a large picture of a Happy Face on your wall where it is always visible. Also place a mirror on your desk right in front of you, so you are reminded to smile. Place pictures of happy people and inspirational messages around you to remind you of the importance of sending a warm message over the phone. Smile on the phone and project "Wow, am I ever glad I'm talking to you!"

Dress for success even if the customer does not see you. If you dress well it inspires you to feel and work better. This is especially important to remember for stay at home businesses.

Decide your call objective and have a friendly message composed and in your head before you call. It's much easier to accomplish a call objective when you specifically what the objective of the call is. When you plan to succeed, you succeed with your plan.

Happiness is impacted in direct proportion to how much people believe they're in control of their lives! Ask "Is this a convenient time to talk for a few minutes?" Let people feel they're in control of the conversation by regularly asking for their permission to proceed. Clients like to feel they are in control of their time and you are taking some of it. By asking for permission to talk they feel better and you can relax a bit, making the call more relaxed and friendly.

Be enthusiastic about yourself, your product, and how it will benefit your client. Enthusiasm is infectious, contagious, and makes your clients feel good. So remember, as Dale Carnegie said if you act Enthusiastic, you will be Enthusiastic. Or as I like to say;

***"I walk the walk of Enthusiasm  
I talk the talk of Enthusiasm  
I feel the Power of Enthusiasm  
And I reap the rewards of Enthusiasm".***

Begin conversations on a positive note, and where it is appropriate offer a disclaimer. Such as; "I don't have any way of knowing if it's right for you. It's not for everyone, however I believe it could be good for you."

When your client makes a buying decision, congratulate them, and reassure them that it is a wise decision and it will enhance the good feelings of the decision. If you are happy to have their business, then say so. Always thank clients for deciding to buy from you. For example; "Thanks Bob for your time and your business, I really do appreciate it." People feel good when they make someone happy, so verbalize your feelings. Showing appreciation is encouragement for clients to want to repeat the good feelings.

## **COMPONENTS OF A TELEPHONE CALL**

### **THE VERBAL HANDSHAKE;**

HI! (Spoken with a SMILE in your voice.) This is Jane Doe from XYZ Company, is this a good time for me to call you? How are you? The reason for my call is that I'm calling is to see if there is anything I can help with today. Would you like to hear about some exciting new products we have just added to our line? (Questions are powerful attention getters so always ask questions.)

### **GET THE MESSAGE ACROSS;**

That's great, We really appreciate your business, Now let's see if I have your order exactly right. That was .... Oh! by the way would you like me to ... Are there any other areas I can help with today?

**OFFER SOLUTIONS ... APPRECIATE THE BUSINESS ... MAKE THEM SAY "WOW!!!"**

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**TELEMARKETING**  
**PHONE POWER PERFORMANCE, TIPS ...**

**Remember that in today's world random telemarketing is no longer acceptable as a means of making sales. What we are talking about here is contacting people who either are customers or who have asked you to contact them.**

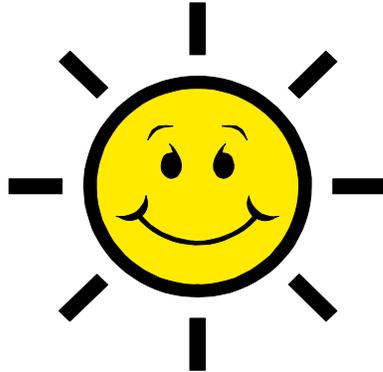
**Consider, you do not have the right to make unsolicited phone calls, but if you send an email or a letter, and are calling to follow up, that is acceptable business manners.**

- ☎ TELEPHONE SCRIPTS;** Know the reasons for, how to write them, in script writing use creative words and appeal to the emotions.
- ☎ GET PREPARED;** Remember the importance of preparation, things you can do to save time and energy, how to avoid the greatest pitfall ... **THE FEAR OF REJECTION.** Always be mindful of the importance of continuous attitude adjustment and attitude maintenance. Always remember the telephone smile. Practice sounding right on the phone, manage the pace, rate, clarity, voice inflections, and enthusiasm in your voice.
- ☎ QUALIFYING;** Learn how to determine who has buying authority, and how to be continually qualifying your prospects.
- ☎ CREATE ATTENTION;** Learn how to immediately seize and hold favorable attention. Learn the art of asking pertinent questions. Speak with authority.
- ☎ OBTAIN INTEREST;** Learn the importance of talking in terms of your customers interests, then practice it.
- ☎ BE CONVINCING;** **Understand** the principles of "The line in the sand." Convince yourself first and then once you are totally convinced yourself that you are the right person with the right product or service to do the job, our confidence will skyrocket, because you have crossed over the line in the sand between sure and unsure of yourself.
- ☎ CREATING DESIRE;** The emotional process of purchasers.
- ☎ TRIAL CLOSES;** Exploring the different types of trail closes, and select the ones best for your product or service.

-  **CLOSE;** Learn how to close the sale naturally and without the fear of rejection.
-  **DEVELOP TELEPHONE CONTACT LISTS;** Determine the number of prospects to have on your list, qualify them, and carry them forward into your daily planner.
-  **MANAGE YOUR TELEPHONE TIME;** Learn to make more calls with less stress and effort through effective time management.
-  **GET THE RIGHT PERSON;** Learn to deal effectively with call screeners.
-  **CREATE THE RIGHT TELEPHONE RECORD KEEPING SYSTEM;** Experiment to determine what is best for you. The days of the old paper system have been replaced with much more efficient electronic tools and software.
-  **USE PRIME TIME;** Plan your day to make the best use of business hours.
-  **SELF DISCIPLINE;** Develop strategies to minimize wasted time.
-  **LEAVING THE APPROPRIATE TELEPHONE MESSAGE;** Take the time to develop the appropriate telephone message that will evoke a call back.
-  **DEALING WITH HARD NOSED PROSPECTS;** Learn the process of developing the right attitude to handle tough customers.
-  **HANDLING OBJECTIONS;** Learn how to smoke out the real objections, and how to deal with them in a manner that generates positive results.

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**THE POWER OF ENTHUSIASM**

**CUSTOMER SERVICE**



**BEGINS WITH A SMILE**

A smile costs nothing, but gives much. It enriches those who receive without making poorer those who give. It takes but a moment, but the memory of it sometimes lasts forever.

None are so rich or mighty that they can get along without it, and none are so poor but that they can be made rich by it.

A smile creates happiness in the home, fosters good will in business, and is the countersign of friendship.

It brings rest to the weary, cheer to the discouraged, sunshine to the sick and is nature's antidote for trouble.

Yet it cannot be bought, begged, borrowed or stolen, for it is something that is of no value to anyone until it is given away.

Some people are too tired to give you a smile. Give them one of yours, as none needs a smile as much as they who have none to give.

When you take the time every morning to smile at yourself in the mirror, you are setting the stage for your own very wonderful day. Begin your day as a day to unfold the wonders that are yet to come. Largely the results of your day will be as a result of what you see in your mirror each morning. "Smile and the world smiles with you, frown and you frown alone."

## TELEPHONE SCRIPTS

Telephone calls should always be planned. This section is to help you in formulating what you should consider in using the phone to conduct business. Often it is a good idea to develop a script as a learning and getting comfortable with the phone. You should practice your script until it feels 100% natural and comfortable, after that just know your objectives and be yourself.

To develop an effective script you need to first determine the objective of the call. Define the purpose of the call and go from there.

1. If the purpose of your call is to make an appointment, then understand that fact and stick what is needed to make the appointment. Don't try to sell your product or service when your objective is to get an appointment. If you are confused about the objective of the sale, then there is little hope of making any sale at all.
2. If the purpose of your call is to make a sale, then let the person know right up front what you are selling and what the benefit to your prospect is in the end result.
3. If the purpose of your call is to get permission to send information to be followed up, then make it clear, short and sweet. The call should only take a few seconds.
4. Is there something else? Know the reason for your phone call.

### THE COLD CALL:

By "Cold Call" I mean, a call to an existing contact or a follow up to a previous communication. Always introduce yourself, then begin in a friendly way.

**"Hi, my name is..... I am from..... The reason I am calling is to see if you would be interested....."**

***Very importantly, ask for permission to continue.*** "Do you have a couple of minutes to discuss what we do and why this may be of interest to you?"

***If the answer is "no" then ask:*** "When would be a good time to call?"

***If they still say "no" and are not interested, ask:*** "Can I have just 60 seconds of your time and if at the end of 60 seconds you are still not interested, I will say thanks and good-bye. Is that fair?"

***Some standard phrases are:***

"The reason I thought of you is....."

"What we do is....."

"How we do this is....."

"What the benefit to you would be....."

"Does this sound like something you would like to know more about?"

At this is the point in the conversation you should know if there is any point in proceeding. Up to this point should take less than one minute.

"In order to know if this would be of benefit to you I need to ask you a few questions. Is this a good time for you?"

Never plan on taking more than 3 minutes of someone's time without clear permission. If you cannot communicate what you want to convey, then you need to practice the art of being concise.

If they do not have time to talk ask:

"When would be a good time to call?" or "May I email you some information?"

If you are calling a friend or an acquaintance to introduce a business opportunity:

This is one sure way to lose a friend, so tread lightly. Your conversation should go along the lines of; "Hi, Sue this is Suzanne, how are you? Do you have a few minutes to talk?"

If the answer is yes, continue: (e.g.) "I was thinking of you. I have an idea that might work for you to add some profitable dollars to your business.

Explain why you thought of them; (mention something that you know about their business that is relevant to the purpose of your call.) "I thought of you and/but I don't know if it would work for you or not, so that's why I'm calling to see you would be interested in this idea.

***Tell them the benefits and what whatever you are selling has done for you and or others.*** (Here is a sample script we used in selling the Earth Skills Course; it demonstrates what I'm talking about) "The Earth Skills Course is a powerful, personal and professional development program. It has changed the lives of many people including mine. I'd like to invite you to come on Monday, to a free evening seminar so you can see for yourself just how powerful this course really is. If your employees were to take this course, I have no doubt it would increase your bottom line results. Would you like to know more about this?"

## **ALWAYS FOLLOW UP LEADS AND CONVERSATIONS**

The world has changed and you need to get with the programs. What this means is you need an electronic organizer. Especially you need to have a way of tracking leads and conversations.

When you recognize a need to follow up on a call, enter it in your electronic calendar for the time and date it needs to be done. Forget the “to do lists,” they are just like dust bunnies that are out of sight and out of mind.

Record all your communications in your system so that with just one click... you can see everything that has gone on with that contact. I use a system called OGEEMO it allows me to work on line with our team and know what everyone has done for any contact at any time. It is the only way to go if you want to operate an efficient profitable business.

People trust companies that keep track of things, so if you want to be seen as a professional, then you need a professional system. If you check your communication data base for notes to file, you will be able to be on top of your game when communicating with clients.

## **HANDLING DIFFERENT TYPES OF CUSTOMERS**

### **HANDLING ATTITUDES**

**SKEPTICISM:** Be patient, understanding and firm. State what you believe and explain why you believe it to be true.

**KNOW IT ALL:** Try to win them over by asking advice on some problem You don't have to follow their advice, but It shows you value their opinion.

**SARCASTIC:** Ignore the sarcasm and use logic to disarm the buyer, and keep your cool.

**EGOTISTICAL:** Just be a good listener. Get to the objectives and take action.

**HUMOROUS:** Just enjoy... go along for the ride, but don't waste time going beyond more than the quick wit.

**TALKATIVE:** Show respect ... acknowledge that you heard, and gently move the conversation to where you want it to be.

**TOUGH:** Listen, acknowledge, show appreciation for sharing the issues, and discuss what can be done about it. Show you care.

**IMPATIENT:** Be in tune to your customers. The Type A personalities what to get the show on the road, so get right down to business right away.

PROCRASTINATORS: Ask the magic question, "WHEN" this will force the procrastinator to start making decisions.

CHISELERS: An objection to price just means the customer is not convinced of the value, it's your job to convince them they are getting a good value proposition

COMPLAINERS: An angry customer has a need to vent. If you hear them out and fix their problem, they will usually remain as loyal customers. A common belief is that you *have* to listen to them yell at you. However there are other right answers. The method I prefer is to tell the customer I will fix the problem if they tell me what they want. If they persist in yelling I give them two choices. One. ... I'll do everything within my power to fix the problem. OR ... The second choice is for me to listen to them yell. They will always go for the first option. This method drastically shortens the amount of time you have to listen to someone spout off. Try it, it really works.

## **HANDLING OBJECTIONS...**

The way to never ever be rejected is to always be an active listener, ask permission before proceeding and accept the inevitable. Ask open ended questions that cannot be answered as yes or no. If they give a genuine objection that cannot be overcome, accept it gracefully. Say something like ... "You are right, it's not for everyone, and it may not be right for you. Real objections are ones that can't be handled. Objections like; they are Sick, Dying, or going bankrupt, etc. If the objection is real and cannot be handled accept the facts gracefully.

Rephrase the objection in question form. "So what you are saying is; XYZ ... is that correct?" Answer the objection directly, acknowledge the relevance, and minimize their concerns by giving them new and opposite information that stresses the relevant benefits of your products or services.

Be an active listener. Show that you were listening, and that you understand, **restate the points**, offer proof, and expand on the benefits.

### Excuses -- Handle them:

- "What causes you to hesitate?"

- "If it wasn't for.... would you be interested?"

### Put Offs - Can Be Handled:

Find out the real reason for the put-off. i.e.: Too busy, no time, etc. If the put off is trivial and just a smoke screen, ask the question. "If it were not for that would you give this idea some serious consideration?"

## **PROSPECTING**

Prospecting is the lifeblood of any business. As you know, it's impossible to survive, much less, prosper in most businesses without a hopper full of prospects. When it comes to prospecting, people fall into one of the three following categories.

### **Group One:**

Those who like to prospect and get the job done. They enjoy it and are comfortable with it. They don't even think about it much, the act of prospecting flows naturally and effortlessly. This group of people is well on their way to being expert prospectors!

### **Group Two:**

Those who are uncomfortable with prospecting, but do it anyway. Prospecting is not one of their favorite activities; to them it's like taking a trip to the dentist. Yet they do it regardless of how uncomfortable they may feel. That's because they're highly focused on getting results in their business and they do what they need to do to make themselves successful. What's interesting is that they quickly discover that the more they prospect, the better they get at it; consequently, they begin to truly enjoy prospecting. The result: they soon graduate to Group One.

### **Group Three:**

Those who don't like prospecting at all. Like Group Two, the thought of prospecting is unpleasant to them at times, even frightening. If their purpose and goals for doing the business are not clear and important enough to them, they choose not to do much of it. The result is limited success.

### **Group Four:**

Those who use the internet to do their prospecting. This is in many cases ... by far and wide the best way to prospect for customers. In today's world it is critical to have a top notch web site. It needs to be professionally done. Thinking you are going to just use a quick and dirty template and slap your site together will get you what you asked for; a cheap site.

Having said that, I can tell you from personal experience there are a ton of web dudes out there who profess to know what they are doing and will sell you a bill of goods. I have wasted countless thousands of dollars always in search of the grand guru of internet marketing.

I got to the point where I was better at the job of internet marketing than anyone I had ever hired. My business started to grow, but when I found out how to tell the real deal web guy from the less than what they professed to be guys, my business spiked. If you need to know a good web design marketer, just drop me a line and I will be happy to put you in touch with one.

Regardless of how good your web designer is, if you don't have tons of top notch information the site is just not going to work well for you. There are no tricks on getting found on the internet. SEO is just a way to get to make money. Sure there needs to be some basic stuff that your professional web guy will accomplish in a few minutes.

There is one critical thing you have to do and that is to make sure your web site is real. Fabulous content impresses the visitors and brings in sales. Pay per click with Google ads works only if you have

and really good content. So get with the program and do what is needed. Provide all kinds of great information.

Make sure you have your geographical address on your web site and make it easy for visitors to find that on your site. They need to know who you are and how to easily contact you. Visitors won't trust a business if they don't know who holds the smoking gun.

## **Massive Action gets Massive Results**

The key success is taking action and putting yourself into motion. No action is much worse than misguided actions. Once you actually get into action mode you then embark on a program of continuous improvement, always having the wisdom to correct and adjust your actions to stay on course.

To be successful you must be consistent. When someone persists, the law of averages starts to pay off. The Law of Averages says "Out of every ten people to whom we thoroughly communicate the business opportunity to a qualified buyer, approximately three of them will buy into in the vision and put their name on an application.

Expert prospectors work on their belief systems more than anything else. They read voraciously and listen to tapes. They attend meetings, rallies and conventions all the time. They have a huge appetite for learning all they can about themselves, others, their company, the products and their industry.

Without a firm foundation of strong personal and professional beliefs, you can be bounced like a rubber ball from an emotional high to a psychological low. Anything that is bounced enough times quickly loses resilience and becomes inert.

Believe in yourself first, just as you must believe in your products and services. When it comes to believing in yourself, don't let others get you down with negativity! Strengthening your relationship with yourself is the most important thing you can do. If you act enthusiastic you will be enthusiastic. Surround yourself with positive things, people and conversations and avoid the world of negativity.

Build a solid foundation of self-worth deep within your mind and heart. When it comes to belief in your products, be your best customer. No one should use your products more than you. Nothing will instill higher levels of belief in your products than your own personal experiences and testimonials.

When It comes to belief in your industry, there is an old Chinese Philosophy that Says; "When you have been given a gift of great value, you are now obligated to return the favor many times over." And the old adage of what goes around comes around. The reason the Chinese honor this philosophy is because they believe in the Laws of The Universe.

**WHERE DO I LOOK FOR PROSPECTS? and Tribe**

1) My first priority is my friends, family and associates. Always be asking for referrals.

2) In addition, I specifically ask myself, Who do I know through my;

- |                     |                       |                  |                    |
|---------------------|-----------------------|------------------|--------------------|
| old job             | school or college     | sports teams     | church             |
| community groups    | hobby clubs           | neighborhood     | work               |
| civic activities    | political parties     | car lot          | gas station        |
| grocery store       | appliance store       | hospital         | clothing store     |
| video store         | university            | kids coach       | realty office      |
| service groups      | lawyers office        | singles group    | children's friends |
| delicatessen        | decorating snore      | commute to work  | corner store       |
| favorite restaurant | veterinarians office  | bridge clubs     | doctors office     |
| hardware store      | kids clubs            | breakfast clubs  | printing shop      |
| butcher shop        | repair garage         | jewelry store    | optometrists       |
| dentists office     | music store           | tailor           | favorite hotel     |
| parents             | carpet cleaning store | newspaper        | family photos      |
| pet shop            | hairdresser           | PTA              | lunch functions    |
| post office         | electronics store     | wedding party    | music lessons      |
| stationery snore    | kids school           | furnace company  | seminars           |
| job hunt            | insurance company     | appliance repair | trade associations |
| paint store         | home renovators       | florist          | kids dance class   |
| police station      | bank                  | bowling alley    | investment company |
| heating oil company | sports store          | maternity class  | Furniture store    |
| dry cleaner         | office                |                  |                    |

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Make a name list, list all the companies and people you can think of, then approach the enthusiastic people first, then the positive ones, and drop the negative ones. Your name list is really your prospect hopper; you need to keep it full. Always ask people for referrals. Join clubs, join a worthy cause, take seminars, keep your electronic organizer ... that little black box of prospects continuously sorted and updated.

## **An eMail Approach That Works**

Started by making a list of 160 people. Write a four-page letter in the old school classic direct mail style telling people about the benefits from using your service or products. Include some third party testimonials; about half of the letter should include personal stories from satisfied customers.

At the end of his letter, and where it makes sense, ask people to try the products risk free. Money back guarantees are a convincing way of promoting products or services. "Try these products for twenty-eight days, and if you don't get the results I promise, I'll return your money in full." Include an electronic brochure that tells the recipient about the unique qualities and unique value proposition of the products.

The Three-Step Mailing Approach is a great idea and it works! The most important things to remember are:

- 1) Work with your own name list and referrals from the people on it. It's called "relationship marketing." You can dramatically raise the odds of success in your favor by contacting people or referrals from people that you already know.
- 2) Avoid dumping overload information and offers on your prospects. Be succinct and clear. Stories are a great way to get interest in a product or service. We are in a fast paced world, so when you email information, stick to the highlights and give details only as needed or requested. Electronic communication is fast and convenient, so don't worry if you did not say it all. Interested prospects will ask for more information.
- 3) A money back guarantee is an awesome way of creating confidence in your prospects that you are for real. Most businesses don't offer this kind of no risk trial. It's a great selling feature.
- 4) Above all, make your marketing processes duplicable and repeatable. Design your letters and offers so that they can be repeated again and again.

The email marketing can be a powerful extension of your person to person business. Make your mailings into a duplicable system for creating new marketing campaigns.

The days of the paper media are not dead, but they are not nearly as cost effective, dollar for dollar as electronic marketing. If you are going to go the way of the paper route; do targeted marketing. Advertise to people and groups who you already know who you are or who match your target description.

Placing local ads in smaller circulation newspapers can be more targeted and more cost effective than advertising in major publications.

## **RANDOM, PRACTICAL TIPS YOU CAN USE TO ENHANCE SELLING YOUR SELF, YOUR SERVICES OR AN IDEA.**

1. Enthusiasm is the single most important ingredient in selling. Make sure you enact a plan on how you will be enthusiastic when you are in front of your prospect. Enter as a scheduled repeat appointment with yourself in your calendar; "if you act enthusiastic you will be enthusiastic."
2. Always ask for testimonials when your customers compliment you. Write out what they said in an email and send it to them, and ask them to approve or edit it. Testimonials are powerful selling tools.
3. In selling, lead with a benefit, if you start out talking in terms of your prospects interests, they will be listening right from the beginning.
4. If you want to talk to the president of a company, (getting by a call screener) call at coffee break, before 9:00 am, at lunch time, or after 5:00 PM. They often pick up their own phones at those times.
5. When making one on one sales calls, carry visual aids with you to attract attention and to create interest. Make sure you also keep your briefcase stocked with good documentation to convince your prospect that your product or service will do what you say it will.
6. A good conversation opener is to have some exciting industry news that your prospect would like to hear about.
7. On sales calls; think about the colors you choose for the day. Wearing dark colors enhances authority image, softer colors appeal to right brain people,
8. On sales calls, take a page from the old Fuller Brush door to door salesmen. Everyone loves a gift, and it's a good door opener.
9. Decide what your value added service is going to be. Value added makes you stand out as different and more thoughtful then the last guy. Good manners is always in style, so be stylish.
10. In handling objections; if someone says "your price is too high" what they really mean is "I'm not convinced." Simply ask; "if it was not for the price, would you go ahead now with this deal now?"
11. When you have asked for an order, instantly shut your cake hole!!! Because your prospect is thinking about what you discussed, so don't talk when they are thinking because their first word might have be "OK." However if you introduce new information your prospect may never complete the thought process.
12. When you first walk in the door on a first meeting, it's the host's decision to offer their hand to be shaken or not. If the host does not offer their hand, it's socially incorrect for the guest to offer their hand first. In some situations you can make a negative impression by forcing an unwilling prospect to shake your hand.

13. When you are making a sales presentation, look for buying decision signals, i.e. when someone rubs their chin it is a good indication that they are making a favorable decision. If the prospect picks up a contract to read, let them, because they are probably thinking in the right direction.
14. Send hand written poster notes to clients you have called on. It is old fashioned and cool, it is personal and it lets your clients know they are more than just a customer. The poster notes demonstrates that you think that your customers are important.
15. Try to find out your customers birthdays and send birthday cards. If you are going to do this, use your electronic calendar as your birthday reminders.
16. To woo an important client, find out about how you can benefit their spouse, having support in the spousal arena can pay big dividends in the sales department.
17. To win friends and influence people, always make friends with secretaries and receptionists, they are powerful allies to get through to the boss. Did you know very few people ever ask a receptionist how they are when calling for the boss? If you remember that most people treat receptionists as just a conduit to who they really want to talk to, you have a better chance to get a favorable relationship with the boss. Receptionists are so poorly treated you will stand out by just saying "how are you today?" " so seize the opportunity
18. If you want your clients to appreciate and value you then, always keep them informed about what is new and different. When people know what to expect, when to expect it, and how to expect it, their sense of anxiety is reduced. Keeping people informed as to what is happening establishes a level of trust. A lack of communication may suggest that something is being hidden or even worse that you just don't care.
19. On handling objections, the best method is to repeat the objection, to clarify you understood, and to tell your customer that you were listening to them. Next ask if that is the only issue they are concerned about. Often the first objection is not the real one. So make sure you flush out the real objections by asking questions.
20. Make sure you know what your customers expect of you and then exceed their expectations. Simply ask the customers what they expect you to do and then do it. Often what customers expect you to do is actually less than what they really want you to do, so a little extra effort could really pay off in the long term results.
21. If a customer has a problem, ask them to work with you on solving the issue. By your client joining you in problem solving, they engage the positive side of their brains. That section of the creative brain is where objectivity, creativity and feelings all reside. Problem solving is creative thinking and creative thinking is an exercise that generates good feelings.
22. Never tell your customers that they are wrong, it just irritates them. A good technique in getting someone to change their mind, is to acknowledge that based on the information they presently have, they are correct. Explain that you have some new or additional information you have that may cause them to change their minds. People are much more likely to change their mind if you present facts as new information. Thus the easy way to change an opinion is to agree with them,

introduce new information and then ask for a new opinion. Always be sympathetic, understanding and look for the most emotionally acceptable solutions so that your customers will respect and learn to trust you.

23. To get people's attention and interest, always ask questions. Always be an active listener, the most successful people are the ones who are the best listeners. When you have asked enough questions to know how you can satisfy your customer's needs, then and only then, should you begin offering solutions.
24. Make allies with the business people you know, do some serious cross marketing. Cross marketing is the process of recommending the services of other suppliers to your own customers. Cross marketing helps to put you in a value enhanced position with your clients. Ask your business allies what they would be prepared to give away for free to your clients to get them interested in your allies' products and services.
25. Trade shows are a great way to meet lots of people. I find it is more time efficient to network with vendors at trade shows than to have my own booth. The suppliers at the booths will be more than willing to hear about your business because they look at you as a prospect.
26. Trade shows are also good for creating brand awareness by actually having your own booth.
27. Use an electronic newsletter such as Constant Contact to stay in touch with your clients. If you publish information of interest to your customers, they will welcome your newsletters.
28. When you have a booth at a trade show, make sure you offer a big "attention getter."
29. To really make yourself stand out from your competition, send beautiful hand written notes to your customers. Do it on a post card type of note, that does not have your company name on it so that it clearly is more personal. If you practice calligraphy I can tell you from much personal experience it really creates a powerful impression.
30. In business world, there is no room for modesty. If you don't tell your clients you are how good you are, they may never find out.
31. Be committed to building good business, long after the warm fuzzy feeling that got you started has died and gone away.
32. Always be prospecting for time. Where can you free up time to put to attracting more customers.
33. Remember men and women think differently, that is why women entrepreneurs have a better success rate than men. So if you - the reader are not a woman, then make sure you have one in your business. Men are known to be more aggressive risk takers and women are often too cautious, so the male female thing is good yin and yang.
34. Remember in selling anything, you have a success ratio of sales calls to actual orders. Even though you only collect money from customers who actually place the orders, you get paid based on making all your calls.... Not just for the calls that turn into sales orders. Rejections are just

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part of the process of making sales, so look forward to every rejection that brings you closer to the next positive response.

Thanks for taking the time to browse this booklet... I think there are some pretty good gems and I hope that using them will put more money in your pockets.

Dan White