

Presentation Ideas

In this chapter I'm sharing lots of ideas on presenting, and other parts of the call.

Ending the Call With Impact

Brian Tracy has a great way of ending a call. Before hanging up you can say,

“In addition to all the guarantees and assurances our company offers, I'll give you my personal guarantee of satisfaction that this will be one of the best decisions you've ever made for your company”.

That sounds a lot better than thanks for the order, click. This is the ending I personally use.

Words to Avoid

When talking with business owners don't say the word COST. Say *investment*. “It's just a one time investment of only \$400.”

Don't use the word CONTRACT. Say *agreement*.

Don't use the word SIGN. Say *ok*, or *approve*.

“I'll fax you the agreement. Just ok it and fax it back so we can get started.”

Using Tie-Down Questions

Tie-downs have been around for years. I'll briefly address them. A tie-down is when you end a statement with things like, wouldn't it, wasn't it, isn't it, isn't that right, couldn't it, doesn't it? etc.

Examples:

“Because of the smaller size, it could fit right in that corner, don't you think so?”

“Getting it delivered next Wednesday would be good for you, wouldn't it?”

“That's pretty color, isn't it?”

As you can see it's getting people to agree with you. This is a good technique but don't overuse it. There are many tie downs. Sprinkle them through your presentation.

Talk Only About Their Interests

Only talk about the features of your product or service your prospect wants to talk about. If they're only interested in two features, discuss those two features only. Don't bring up the other ten! Many salespeople lose sales by blabbing too much.

Be a Consultant

When selling, be more of a consultant than a salesperson. Be the expert, the go-to person. I can assure you that the fast-talking, one-shot, deal-selling techniques will get you killed. Many times you'll have to talk to several different people. You want all of them to say to one another that you're really knowledgeable and an expert in your field. When it's time to buy, they'll go with you more often than not. Always talk like a consultant, not a salesperson.

They Buy What Your Product/Service Does

Talk about what your product/service *does*, not about what it IS. Really think about that for a minute. Now, explain your product that way to your customer. This is what separates the top producers from the low-end producers.

To Sell at a High Level, You Need to Be at a high Level Personally

Reality check: Salespeople, particularly newer ones, typically will be most comfortable selling to a person they feel is at the same level as them. If you want to sell to a higher-level customer, you

have to develop yourself and work at it. That doesn't mean you have to go to med school to sell to physicians. It means you need to become an expert in your field and sound like it. Are you the tupe that would feel comfortable talking with doctors, lawyers, executives, etc? Or do you feel more comfortable talking to blue-collar workers? A top producer can sell to both. Bottom line, work to raise your product/service expertise to the level of the people you need to be speaking with, and then convince yourself that you deserve to be selling at their level. People who don't do this are stuck picking up the crumbs at the low levels.

Use Third-Party Examples

Don't be afraid to tell the prospect a story about other people who've had good results with your product/service. People like to hear stories.

Sell What They Feel is the Benefit

A benefit isn't a benefit unless the customer says it is! What maybe a benefit to you, may not be to the prospect. You should talk feature, advantage, benefit. Example. When I was purchasing a new car, the salesman started telling me the benefit of driving a stick shift, and how it would give me better gas mileage. That wasn't benefit to me! I can't stand stick shifts, and I could not care less about extra two miles per gallon I could get. He should have said that **"the advantage of driving a stick shift is... Do you prefer a stick shift or an automatic?"** This guy never once asked me what I wanted. If you explain a feature, explain the advantage of that feature, and then ask your prospect if that would be a benefit to him. If yes, great, if not, change the subject. From now on think: FEATURE, **ADVANTAGE**, BENEFIT.

And no, I didn't buy the car from him.

Help Them Visualize Ownership

Use the words: "When you own" or "When you use."

Example:

"When you own this product, you'll never have to worry about it wearing out or breaking like your existing model."

Or,

"When you use this service, you'll never have to worry about your paper work piling up. Talk to them as if they're already owning and using it."

The Buying Process

Here's a process all business owners and people in general go through when deciding to make a purchase. They ask themselves if they have a need for your product or service, and, do you have the solution to their need. How much it will cost? They are wondering about the risk of buying from you, instead of someone else. If you can fulfill all their needs, you have a sale.

Present With Conviction

Don't talk like you're unsure of yourself. Don't say things like,

"I think it will work for you."

"I'm pretty sure it has that feature on it."

Tell them it will definitely work for them. Become such an expert that there's no question someone could ask you about your product that you wouldn't know.

"Do You Work on Commission?"

Sometimes people will ask you if you work on a commission. Tom Hopkins has a great response,

“Yes I do get a commission. My company compensates me for the high level of service I give to my customers. That’s what you really want, isn’t it?”

Get to the Point Quickly

In phone sales you need to keep your presentation short and to the point. You have about three minutes to say what you have to say. That’s why using a script is so powerful. It keeps you from rambling on, and adding word that don’t need to be used.

Get the Name of the Buyer

If you don’t know the name of the person you’re calling, don’t say, “Who’s in charge of the marketing for the company?” Instead, say,

“What’s the name of the person who handles the marketing for the company?”

Most of the time they’ll just tell you. Then say,
“Is John in?”

If he is, you’ll be surprised how often they put you through. If not, you’ll know who to ask for the next time you call.

Get Rid of the “Just”

Take the word “just” out of your vocabulary. “I was just calling to see if you received my info.” “I was just calling to...” Be direct! Say:

“I was calling to...”

Number Your Points

Numbering your points is a good attention getter.

“Jim, There are three points I’d like to cover. The first is the efficiency of this service, the second, ...”

Be Honest, But No Need to Say It

Never use the phrase, *“To be honest with you.”* Does this imply you haven’t been honest? Get rid of this lame phrase TODAY!

Avoid Technical Jargon

Don’t talk in technical terms to a prospect unless they talk in technical terms to you. Speak to them so a 12-year old could comprehend what you’re saying. Dazzling someone with all your great technical knowledge is not in your best interest. When I speak to someone about purchasing a Telephone On-Hold system, what I was talking about. Instead I ask them if they have a phone system that can play music through their phone lines. That, they understand.

Put the Words in Customers’ Mouths

Instead of saying we have the lowest prices, say,

“Our CUSTOMERS tell us we have the lowest prices.”

It sounds more believable.

Never Bad Mouth Competitors

Don’t bad-mouth your competition. It makes you look bad. You can win without doing that. I personally have the attitude that I want to crush my competitor. I want to put them out of business, and steal their accounts. If they’re a local company and have a good rep, I’ll try to recruit them.

Draw Word Pictures

Use words that create visuals in your customer's mind. Say things like,

“It's about the size of a hand-held calculator. It's so lightweight you can put it right in your purse.”

This gives them an idea of size, weight, shape, etc. This is a very important concept. You could literally write an entire book on the subject of visualizations. If someone brought a wrecked car into a body shop, you could say,

“We'll have your car looking like you just took it off the showroom floor.”

Now that's a great visual!

More Phrases to Avoid

Never use phrases like,
“Ya know what I mean?”
“Ya follow me?”
“You understand?”

Whether they do or don't, they'll always say yes. Nobody wants to come off as being stupid or dumb. Say,

“Does that answer your question, or is there still something you may not be sure of?”

Or,

“Did I explain that clearly enough for you?”

Get Them to Open Up

If you're talking to one of those people with no personality, who only answers questions yes or no, or you just can't get them to open up, repeat back what they said. If he said our software program is outdated, say,

“Outdated?”

Then shut up. Let him explain himself. If he says the company is expanding, say:

“Expanding?”

This is a good technique to get people to talk and open up. You can also use the phrase,

“Tell me more about that.”

Just Ask the Question

Don't ask a prospect if you can ask them a question. You just did! Just ask the question. Note: Some people do use this technique as a ploy to move the questioning along. They say it generates curiosity, and the person will normally say yes. If you use it, use it sparingly. I occasionally use it.

Get Them to Tell You How They Would Benefit

If you can get the prospect to tell you what feature or benefit would do for his company –rather than you telling him- that's a lot better. After giving your presentation and understanding your prospect's needs, you can say something like,

“Jack, how much time do you think this feature could save you a week?”

If he says it could save him 10 hours a week, that’s a lot more powerful than you telling him it could save him 10 hours a week. Mold this to fit your particular needs.

Avoid Though Questions

Don’t ask your prospect questions they can’t answer. They’ll get flustered and just say they’re not interested and hang up. A confused mind always says NO!

They’ll Probably Pick the Middle Choice

Studies have shown if you give a person three pieces to choose from, they’ll generally pick the middle price. Most people can’t afford the highest, and they know buying cheap doesn’t pay off in the long run, so they’ll generally settle on the middle price most of the time.

Help Them Own It

Replace the word “buy” with the word OWN.

“When you own this, you’ll really love how much time this will save you.”

Speak in terms of ownership.

Sell Your Company

When talking with people, don’t just talk about your product or service, talk about your company. Let people know you’re a reliable company, you’ve been around for 10 years, mention other companies who use your service, etc. Many people neglect this area.

Transcribe Calls into Great Scripts

You’ll know you gave a great presentation when the customer tells you to write up the order! That’s why you should record your presentations. You can transcribe them into great scripts. [...]

Talk Only About What is Important to Them

Don’t overwhelm your prospect with irrelevant details. They’ll ask you about the details that are important to them. Just answer their questions on those details only.

If It’s New, Let them Know

The word “new” is an attention getter.

“I’m calling to tell you about our new deluxe model,” “...our new prices,” “our new promotion.”

People always want to hear about something new.

Attention-Getting Words

Here are five words that customers will pay attention to.

Increase, improve, reduce, save, gain.

Sprinkle them through your presentation.

Give Your Recommendation

The word “recommend” is a powerful word. People who are unfamiliar with your product or service appreciate it when you can expertly give them advice.

“Jim, I recommend you get twenty cases to start with. I’ve found that most people in your situation normally use them up in about thirty days. Does that sound good to you?”

You can tweak to fit any type of product or service you sell.

You'll Love This Idea

The word "love" is as good one to use. For example ,

**"You'll love how easy this is to operate."
"You'll love how much time it will save you."**

Think about that for a moment. If you go on a nice trip somewhere and someone asks you about it, you normally say you really had a great time and loved it.

How to Drop a Name

If your company sells to a big name account that your prospect would recognize, don't say dumb things like, "We sell tons of these units to ABC Company." Or, "ABC Company always buys from us". Say it this way:

"Are you familiar with ABC Company?"

If the prospect say yes, say,

"We're the people they use for their advertising, office supplies, etc."

That's all you have to say. If the company is one of the most respected in their field, they'll know you must be pretty good to get their business.

Don't Cheapen Your Presentation

Don't use the word "cheap". Don't say your products are cheaper. Tell them your product will be a better value to them, or save them a substantial amount of money.

Tell Them About Your Experience

If you've been selling a certain product or service for years, tell your prospects.

"I've been with this company for nine years. I have over 500 accounts with many of them being Fortune 500 companies."

People like to know they're working with a professional.

Don't Complicate Things

If you sell a product that may have to be assembled by the buyer, say things like,

"It's so easy to put together, you'll have it set up in five minutes. If you have any questions on putting it together, just call our 800 number and our service department will walk you rights through it."

If it sounds hard for someone to do, they won't buy it.

Be Clear With Your Descriptions

Always speak clearly and concisely, and answer your prospect's questions in detail. Remember, a confused mind always says NO! When a prospect of mine has a telephone system that can play On-Hold Messages through his phone lines, I don't just say he can use our message system. That doesn't mean anything to him. Saying that would mean I'm expecting the prospect to believe what I'm saying based on a one-minute call. I explain to them that they have a jack built into their main phone box where a CD player plugs into. They don't need tools to do this, and don't have to call their phone vendor to set it up:

“Just plug it in, put the CD in the player, hit play and repeat and you’re ready to go. If you can plug a lamp in, you can do this.”

I then ask the person if they have any questions about the set up. If not, I move to the next part of my presentation. Don’t ever assume they know how something works.

A Closing Question

Here’s a great line I learned from Brian Tracy to use after your presentation:

“Do you think something like this could be a little more effective than what you’re currently using?”

If they say yes, start writing up the order. If they stop you, say,

“Is there something you’re still not sure about?”

Always be closing. If you haven’t read anything by Brian, I suggest you check out his book “Psychology of Selling”.

Don’t Prove Them Wrong

Never tell a customer he’s wrong. If he says something about your product/service that’s not true, simply say,

“That’s interesting you say that. Where did that information come from?”

Maybe the guy heard it from his uncle, aunt, idiot, etc. Proving people wrong is a sure way to lose a sale. Arguing with them is another.

Get Them to Take Action

Here’s a good phrase to use when you want them to take action.

“Is there any reason why...?”

For example,

“Is there any reason why we can’t get started today?”

Tell Them it’s a Perfect Fit

When a company fits the perfect market for your product/service, tell them so. With the Telephone On-Hold Message systems, I have a specific market. I ask my prospect if he’s getting at least 40 calls a day. I tell them the reason I ask is because you’re the type of company we like to target, because you get the volume of calls to make these programs successful. Just 40 calls a day comes out to over ten thousand calls a year. That’s a lot of people you can be making extra sales to. So tell them why they’re the perfect candidate for your offer.

Assuming is Dangerous

As a salesperson you should NEVER ASSUME ANYTHING! When a prospect tells me he can play music through his phone lines, I always ask him what brand phone system he has. Maybe he can do it, but he also may have to spend \$1000 to upgrade his phone system to do it. More sales are canceled because you assumed something rather than investigated it.

Limit Their Choices

Don’t give people too many options to choose from. You don’t want them telling you they want to review all the different pricing structures, colors, sizes, etc.

Give Them Your Complete Attention

Make sure you're speaking to someone, you're not doing something else at the same time. Give 100% of your attention to the person. If people sense you're not paying attention to them, you more than likely won't get the sale.

Necessity or Luxury?

Here's a very good question to ask to find out how someone feels about your product/service.

"Susan, do you see this product/service as a necessity or a luxury?"

If luxury, explain to her why it's more of a necessity. A lot of people think my on-hold systems are a luxury. I explain to them the reason why so many people use them is because they generate extra business by getting people to ask them about products and services they may not know they offer.

Use their Name

When you mention a major point in your presentation, say the persons' name.

"Mike, this feature alone will save you \$1,000 a month!"

By saying their name before a major point, or right before you give the price, you'll have their full attention.

Congratulations!

I don't thank people for buying my product. I congratulate them on their decision to expand the marketing of their company. Start congratulating people who buy from you.

Make Them Feel Special

Try and make your customer feel like he's getting something special. I like to use the phrase,

"We normally don't do this, but we'll make an exception for you."

Psychologically they feel they're getting more for their money.

Write Like You Speak

When you write your presentation out, write it as closely as possible to the way you talk. It will keep you sounding natural until you memorize it. Edit it unmercifully so every word counts. And don't forget to put in questions at strategic points to get the person involved.

Tell Them About a Package Deal

The term "package deal" is an attention getter.

"Bob, we have a package deal you might like to know about that can save you some money."

Everyone likes package deals. We all know they save us money, so we'll be more apt to listen. The word "deal" by itself is not a good word to use. That's the word scam artists use. "I got a deal for ya". Take the word deal out of your vocabulary, and replace with package deal.

Great Words to Use

The word "magic" is a good word to use, especially when put together with the word "new".
"This new cleaning solution works like magic".

The word "easy" is another great word.

"It's so easy to use."

"It's so easy to put together."

Here are some words that psychologists say have persuasive power: **you, money, save, new, easy, results, guarantee, free, love, help.**

Sprinkle them through your presentation.

Speak With Conviction

Don't use words like "I think" or "maybe". They make you sound unsure of yourself. People don't buy from people who aren't confident. Know your product/service inside out!

When They Already Have a Vendor...

You may want to try this the next time someone tells you they have a vendor.

"John, I realize you have a vendor, but if I could show you that our prices could possible save you up to 20%, would you be interested?"

Anytime they say they already have anything, remember the phrase, **"But if I could show you how to...would you be interested?"**

Don't Sell a Product

Good salespeople don't talk about products, they talk about concepts. Get them thinking and dreaming.

Build Urgency to Act Now

You Should have urgency built into your presentation.

- If they order today, they can get a 10% discount.
- If they don't order today, prices will be going up.
- The sale ends today, etc.

How can you add urgency to your presentation so buyers are motivated to buy now?

They'll Talk if They are Interested, But Keep it Tight

If someone's interested in your offer, keep in mind the average person will stay on the phone with you for about 15 minutes before they want to get off. Keep your presentation tight, and remember the time factor. It will help keep you from rambling.

The Three Stages of Mastering Your Presentation

There are three stages to learning your presentation. The first is the learning phase. This is where your first week or two you stumble and stammer.

The second is where you know it, but still need to read it because you don't have it memorized. Most people get stuck on the second phase.

In the third phase you have it memorized so well you can say it in your sleep. It's so important to get to this phase, because it lets you concentrate on other points of the call such as closing signs and better listening. If you've been reading your script longer than 30 days, you're stuck in phase two. Here's how to handle this problem. Take your presentation and put it in your drawer. It's going to be scary at first, but you'll realize you can do it. Just keep a sheet of paper in front of you with headings of important points. Glance at it just to make sure you didn't leave anything out. This also goes for your opening statement. Memorize it and start sounding like you're calling to have a conversation, not give a presentation. You'll never achieve a high level of sales if you can't give a presentation without reading it.

Promote the Benefits of YOU

Don't forget to sell yourself to the prospect. I let them know I've been in the industry for years, have a book out, have worked with many people in their same industry, and some of the large Fortune 500 accounts I have. They know they're working with a professional.

A good presentation has a mix about your product, company, and yourself. Make sure you're not leaving any of those out.

Avoid Repeating the Same Words

Make sure you don't have the bad habit of saying certain words and phrases repeatedly. Things like, basically, the reality is, oh really, that's great, let me tell you, etc.

A couple of times is fine, three or more times and you have a bad habit. What words or phrases do you need to cut down on?

Expand on Their Problem

If someone tells you that your product/service could help solve a problem, expand on that. Ask them what type of problem they're having. Who else might it be affecting. Is it causing them to lose money or time? Make them realize the seriousness of their problem. People make changes when they have pain. Always remember that.

“Oh?”

A great word to use is: “Oh?” If you call someone back and they decided not to buy, just say, “Oh?” Then shut up! They'll start explaining themselves. For example, if they say, “My partner shot it down.”

“Oh?”

Ask Them to Tell You More

A great phrase to use is “Tell me more about that.” This could be used in a number of instances.

“We're thinking of expanding.”

“Tell me more about that.”

“We're having trouble getting our supplies delivered on time”

“Tell me more about that.”

Answer, Then Ask Again to Keep Control

The person asking the last question is in control. Don't just say yes to a question or answer a question and then shut up. That's putting the ball back into their court. Answer it and ask another question back. It's your responsibility to keep the conversation moving. Write out the types of questions you need to ask people. This is a key point you need to understand. If you answer one of their questions with a yes, and then shut up, the next thing they'll say is to send them info.

This is part of the selling process very few people understand. Whenever someone asks you a question, answer it, and ask another question back. With practice this will become easy.

This is a key secret of all top producers.

Tell Them Exactly How They Will Benefit

Here's a good phrase: “Which means to you...”

“Jim, we put our On-Hold Program on a compact disc, which means to you that you'll never have to worry about it wearing out or breaking like tapes do.”

“We ship everything overnight, which means to you that you'll always have this in stock.”

Kids Should “Share”. You Don't Need To

Don't use the word "share". It's been beat to death. I just want to share a concept with you to see if you'd be interested. I'd just like to share...
Just tell the person what you want to do and **do** it.

Don't Rush

Don't give a rushed presentation. Sometimes a person will tell you they're interested in what you have, but they're busy. Don't try to tell them it will only take a minute and launch into a 100 mile-per-hour presentation. Schedule a better time to call back. Rushing through a presentation is guaranteed to get you a no.

Always Give the Full Treatment

If you have a friend or relative who wants to purchase your product/service, always give them a full presentation. Don't water down because you know them.

The Joke is On You

Don't tell stupid jokes to prospects. Many old timers think this is a way of bonding. The only joke is on you...being told they're not going to do business with you.

Bring Up the Objection First

If you keep getting the same objection or two over and over, just put it in your presentation to avoid it. To avoid the "shop around" objection I typically hear, I tell the person, "If during the next week while we're producing your program, you think you can find a better offer/price than ours, fax me their proposal and we'll match it."

What objections do you normally get that you can put into your presentation?

Become the Expert in Your Business

If you work a specific industry, read articles on it. Let prospects and customer know that you keep up with their industry. Tell them stories of how other companies or people like themselves solved problems or increased sales. Lead them to web sites they might like, or tell them about publication they might like to look at. Always think of ways to give your customers added value. Let them know they're getting more than just a product or service, let them know they're getting you!

Calling yourself an "expert" in your field is a good say to prospects. Another good word to use is "specialist." It gives the psychological effect that you specifically work with that type of company or person only. Doctors use the term specialist. People automatically associate that term with authority.

Know Why You Are Asking

Don't just ask questions. Ask questions that will give you important information that will move the sale forward.

Ask About the Past, Present, and Future

When speaking to a customer, ask questions that deal with the Past, Present and Future. Here are some examples:

"How did you choose your last vendor?" (Past)

"How are you keeping up with all the paper work?" (Now)

"Do you see your company expanding during the next year?" (Future)

How can you talk to your customers with past, present and future questions?

Ask Them About Inaction

If someone really needs your product or service, a great question to ask them is, **"What's going to happen if you don't make a change?"**

Sometimes doing nothing may be more costly than your product.

Point Out the Quality

Having a high quality product or service is important to your prospect. If you're selling a service, the benefits you want to talk about are the expertise and knowledge of the people performing the service being sold. If you're selling a product, you want to talk about benefits relating to quality, durability, tested results, etc.

Needs and Wants

There's a difference between "needs" and "wants". Decision makers buy what they need from someone who understands that they want. Ask good questions and make sure they understand you know what they want.

They're Buying YOU

Most decision makers are more interested in the person they're buying from than in the product or service they're buying. The reason is that decision makers are always looking to build long term relationships with people who can help their business grow. Ask yourself, would you want to do business with someone on a regular basis whom you don't like? Understand their long-term vision and goals, and you'll make more sales.

True, to be successful you have to be persistent. Nevertheless, top producers know credibility is much more powerful. People buy from someone who's more credible.

Tell Them You Don't Have Competition

If someone asks you about your competition, tell them you don't have any! That shows confidence and conviction in your product and your company. Then just continue with your presentation.

Avoid Red

Never use the color red on your proposals. Red means stop, loss, caution, look out, etc. If you want to use color, use blue, green, yellow high liter, etc. IF YOU SEE RED, YOU'RE DEAD!

Don't Be "Sorry"

Take the word "sorry" out of your vocabulary. Use the word "apologize", instead.

Ask About the "Potential"

A good question to ask a customer after your presentation is,

"Can you see the potential of this product/service?"

"Can you see the potential of this investment?"

"Can you see the potential time this could save you?"

Get Them Involved

Get your customer involved with your presentation by having them write things down. The more involved they are, the better chance of you making a sale.

Get Them Feeling Instead of Thinking

Don't use the phrase: what do you think? People buy on emotion, not logic. A better phrase is,

"How do you feel?"

"How do you feel about something like this?"

Would You Buy From Yourself?

Would you buy from you? This is a good mindset to have when giving your presentation. You'll talk more about the benefits. If you can't sell yourself on your offer, how can you sell someone else?

Ask Them If They Have Experience With Your Product or Service

Ask people if they ever used your product or service in the past? If they have, ask them why they stopped using it. What did they like about it? What would have had them keep using it? A lot of people I talk to have used On-Hold Messages. When I ask these questions, I realize most were using cassettes that wore out and broke. When I explain technology has changes and the program is now on a compact disc, many will listen.

Speak Their Language

Try to throw in a few words they use. If they say they want to fly out of work early. You can put that in your presentation by saying something like,

“...and with the time you’ll save, you’ll be able to fly out of the office early on Fridays.”

People who talk similarly to you seem to feel like they’re closer to you.

Have a Fascination

The word fascinating is an unusual word that you may be able to fit into your presentation.

“What you’ll find fascinating about our/the...”

This statement can be used for any type of product or service. Use it when describing benefits.

Be Glad To

Substitute the words “I’ll have to”, with

“I’d be more than happy to...” or “I’d be glad to...”

When you say I’ll have to, it sounds like you’re saying it’s something that you have to go out of our way to do. It sounds like you’re doing something you don’t want to. It’s a negative statement. With the On-Hold Messages I sell, often I have to call the prospects phone vendor. I say,

“Jim, if you give me your vendor’s phone number, I’d be more than happy to give him a call for you, and get back to you later today on this. “

That sounds much better than saying “I’ll have to call your vendor”.

Give Your Recommendation

The word “recommend” is powerful. After you’ve given your presentation and answered their questions, tell them what you recommend, it puts you in an authoritative position. Doctors, lawyers, mechanics, etc. recommend. We generally take an expert’s recommendation. It’s also a powerful because you’re now speaking like a consultant, not a salesperson. I say,

“Based on what you’ve told me, I recommend that you use a low key conversational program. The reason being is that you’re a smaller company and can give better personalized service than those bigger companies. Do you feel the same way?”

As you can see, I also asked a closing question, but in a non-confrontational manor. If the person agrees with me, I start writing the order. What have you been recommending to your customers?

Read To Them

If you have testimonial letters (which you should have), read them to the person while they’re on the phone with you.

“Frank, let me read to you what Jim Jones over at Pickle Vendors said about us...”

Then start reading the letter. Make sure it’s short and to the point.

Ask About What They Desire to Achieve

Here's a good question to ask someone.

"What are you trying to achieve?"

If they tell you they need a larger copier or better software, ask them (before telling them how great your company is and you have every product on the market) what they're trying to achieve. It's a good question to get them talking. Besides, how would you know what to recommend without first finding out what they want?

Quantify the Problem

"How often does that happen?"

This is a good question to ask when people mention a problem.

"Our deliveries have been coming late"

"How often does that happen?"

"Our computers keep crashing"

"How often does that happen?"

This gets them to start realizing how serious the problem is. A definite plus for salespeople.

Ask Why That is Important

This phrase should be in every salesperson's arsenal:

"Why is that important to you?"

When someone says to me, "What if I want to change my message more often?" I ask them why that's important to them. Most reps would blab about all the different programs they have available. Remember, you can't answer a question or an objection until you understand why they're asking it!

"I need delivery twice a month. "

"Why is that important to you?"

"We need to be moves in by the first of May"

"Why is that important to you?"

This will uncover problems that you can enhance on. As salespeople, we're always looking to increase a persons pain before we offer the solution.

Find Out the Real Reasons

Here are a few questions to ask someone who's still hesitating.

"What concerns do you still have?"

"What's causing you to hesitate?"

"What are you still unsure of?"

These types of questions will get most people to open up and bring out the real objection.

Get Specific With the Benefits

Instead of telling people you have great service or fast service, be specific and explain it to them.

"The reason our service is so fast is because we ship everything overnight."

"The reason our customers tell us we have great customer service is because we can have a repairman at your site within the hour."

Don't just tell people they'll save money or time, explain how.

Get the "But" Out

Substitute the word "and" for "but".

“We can ship it today, but it won’t get there until Friday.”

That sounds negative.

“We can ship it today and have it to you by Friday. That would work for you, wouldn’t it?”

That sounds a lot better, plus you’re adding a tag on for agreement.

Review it On Tape

When writing a proposal, read it back into a tape recorder and you’ll find any awkward spots.

Who Else Can Benefit?

Ask yourself if your product or service will affect other people or departments in a positive way. When I sell a Telephone On-Hold program to someone, I tell them that every division will be selling for you. If they call the bookkeeper and she puts them on-hold, people will hear info about your company. Think how your product or service can benefit other people of the company, save time, money, etc.

Catal, J. (2002) Presentation Ideas. *Telesales Tips from the Trenches*. Estados Unidos: Business by Phone.