

Do you need to secure better business by phone? Matthew Mewse—the Telephone Man—can help.

No matter what your product or industry, the telephone plays a vital role in sales and the servicing of all your customers and prospects. Many companies invest in training programmes to ensure their staff can optimise sales but the much-used telephone—such a vital part of the sales process—is often overlooked.

When sales results matter ... call the Telephone Man

Ask yourself—does your script hit the “hot-buttons”?

Every sales call benefits from a quality script delivered with proven technique. It's the “road map” that guides a caller through a journey to destination success!

A carefully crafted script will reach down the phone and press your prospect's **hot buttons** on each and every call made.

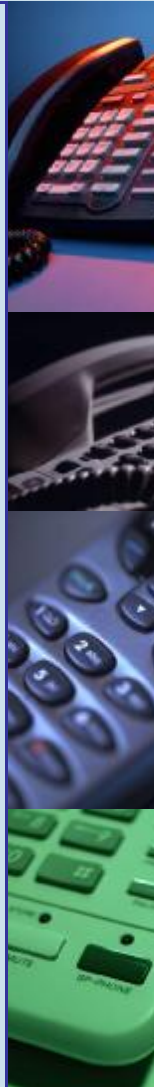
“It's often the difference between a little success and a big success on the telephone.”

Over the last ten years, the Telephone Man has created and trained a huge variety of successful, customised scripts that have earned millions of dollars for clients across a broad spectrum of businesses, products and services on cold, warm, hot and referral leads.

- Business-to-business
- Residential
- Appointment setting
- Cross-pollination of inbound calls

Matthew has generated business for the group in previously untouched areas.

**Andrew Charlesworth – General Manager,
Comtel Communications Ltd**



Can an outside trainer complement your own training?

Companies have found using the Telephone Man's training brings real results. His understanding of individual company culture can really complement your own in-house training.

“Telephone technique is a learned skill, it's not rocket science.”

Boost your callers' confidence, give them more tools and expand their enthusiasm while increasing income—isn't that what training should be all about?

The Telephone Man has made hundreds of successful training presentations that entertain while up-skilling participants. Whatever your service, industry or product, if you use the phone, you want to hear the word **“yes”** more often.

When results matter, when your team needs something more—train with the Telephone Man.

- Tailored workshops for your needs (see next page)
- One-off sessions or stepped programmes

Matthew has the rare talent of being able to motivate and inspire an entire room of telemarketers.

**Brian Clough—Master Business Coach,
Action International Ltd**

Will it work for you and your company?

Each organisation or individual is different and each has their own needs. The one common factor is using the telephone to increase business opportunities. With over a decade of successful experience of tele-sales application and training, Matthew has developed a unique workshop menu (see next page) effective in style and delivery, designed to suit all business-by-phone enterprises. If he doesn't have something to suit, he will create one specifically for your company.

... see more

I have found Matthew to have the highest integrity and vast knowledge in his areas of expertise. He has delivered 100% on exactly what we asked for and we look forward to an ongoing relationship that will add value to our business.

**Tim Hence – Managing Director,
Fashion Traders Ltd**

Matthew is extremely experienced in all areas of call centre operation, and we saw the result of this in significantly increased sales.

**Melinda Rackliffe – Northern Dealer
Account Manager, Telecom NZ**



Could your sales team improve their skills?

Winning Workshops from the Telephone Man:

Telephone Technique Entrée

A workshop dedicated to understanding the phone and how to get more of what you want!

Interactive, easy to apply from call one, this session lifts the veil on successful telephone technique. Why prospects say what they do! How to generate interest, basic presentation skills, getting conditioned responses and much more.

Minimum—two hours

Paper Wars

Gatekeepers and screeners

Callers often find it difficult to reach the decision-maker and this workshop deals with how to by-pass those screeners and gatekeepers who stop them from doing their job. Techniques are included for ensuring mail-outs are read, gaining commitment with mail-outs, the right way to follow up, finding time wasters early and identifying quality prospects.

Session up to 90 minutes.

Matthew is a business-by-phone professional.

David Charlesworth – Managing Director, Comworth Group Ltd

Script Construction

The road-map to success

How to build a winning script that suits your call.

Hot buttons, SID, deadly closes, and the secrets to script success are revealed in this two hour session.

Objections—are they for real?

Two separate workshops that explore the reasons and turn objectors into buyers.

“Too busy”, “Send me mail”, even “I’ve got no money”, all the usual suspects are exposed in their true light! Why they occur and how to counter them. These workshops are worth 25% more “yeses” on the phone, could be 100% more money though!

Each workshop is of two hours duration.

Call Disciplines & Schedules

—the mental handcuff

How to get the most from cold leads, block calling, call ratio and self-discipline aids. Get organised and how! Finding the right prospect quickly, lead management, the call-back to success and more!

Two hours of invaluable additions to the caller’s tool-box for better results.

Appointment Setting

Get in front of the prospect

Field sales is a skill of its own. Many fact-to-face reps have no problem selling once they get in to see the prospect. This workshop helps them secure more appointments by using proven telephone technique and qualifying prospects before they use their valuable time and **yours**.

Two hour session.

Advanced Closing

“Yes, please!”

Getting commitment is a prime focus in any sales call. This workshop passes on the skills of effective telephone closing. Visit the “big picture” aspect, how to identify which close will work, cushion closing on the money, third party and referral closing, presentation recall. No trial closes necessary.

Duration—two hours.

Matthew was able to train and motivate members of our team above and beyond their usual limitations.

Raewyn Cook – MD, Magic Promotions Ltd

But what happens when the trainer leaves?

Your team can have a fantastic training session, learning great new skills, but what about retention? What about when they get back on the phone? Too often a trainer talks for hours while his audience writes copious notes. Later, the team struggle to recall the winning moments. They get on the phone, it’s all confused, and the new ideas fail through lack of a practical guide to apply the new skills where it counts—**on the phone!** The Telephone Man has always specialised in providing high quality telephone technique resources.

“It’s how we all learn best ... the spoken word and the written word at the same time!”

Your callers don’t need smoke and mirrors, they need hard copy that reinforces their training and guides them to success during a call.

Looking for a speaker?

Matthew Mewse has given hundreds of different talks and presentations to a wide audience.

If you are looking for something different for your conference or seminar that offers entertainment and humour with a business application, the Telephone Man has a series of specialised keynote talks and event presentations to suit most occasions.

Call centre management / systems

The Telephone Man has a strong track record in national call centre management and consultancy of all sizes — systems management, recruitment, databases, lead management and promotional aspects.

The Telephone Man welcomes your enquiry for an informal chat:

Phone (09) 483 5300 or (027) 616 3273

Email telephone.man@ihug.co.nz