

## Tele-sales tips the professionals use

*Ensuring a cold prospect reads your mail-out*

Here's a trick that will get your mailed information read before your follow-up call.

After the first call presentation, a prospect often asks for written information to talk to a partner, review your offer etc. When you send out your details by post, circle the key points or "hot buttons" you know should appeal to them. Put a note on the page like "paragraph 3 could be great for your company".

On the back of your business card, write a short note like, "Hi John, info as promised. Look forward to calling you on Friday. Regards Matt." Attach the card to the info with a paper clip.

When your prospect opens your mail-out, they see a personal, hand-written note on the business card, remove it, turn it over and there's your name again. In one hand they have your business card, in the other they have your mail-out with interesting circles and notes! What do they do? Read it, of course!

## e-phone contact

is brought to you by Matthew Mewse, the Telephone Man, an independent professional trainer and consultant of business-by-phone. He welcomes your contact on (09) 483 5300 or 025 616 3272, or email him at: [telephone.man@ihug.co.nz](mailto:telephone.man@ihug.co.nz)

## e-phone contact business-by-phone newsletter from the telephone man

### Phone fear costs sales!

All the most successful field sales reps (FSRs) I know, have learnt or received specialised training to develop the skills necessary for successful telephone sales.

I have often been told by direct or face-to face professionals that until they learnt telephone technique, they actually feared the phone.

They were always great once they got in front of the prospect, but, they could never come to grips with closing the appointment on the phone. They often abdicated lead generation to a TSR or other sources and, in some cases, they would spend valuable hours collecting leads through footwork on the street!

I can certainly understand how and why sales people fear the phone! I remember only too well when I was starting out years ago, I used to get sweaty palms, a shaky voice and find any reason I could to justify not making those cold prospect calls, anything that would get me away from that telephone! Sound like anyone you recognise?

But you know, like many things in life, we often fear most what we have no control over. The telephone can be like that for some people.

Fear and lack of technique go hand-in-hand with call reluctance, not to mention all those missed or lost sales opportunities. Once you master the telephone techniques required to gain you more quality sales interviews, that fear will always melt away and most times will even morph into enthusiasm.

And guess what, the good news is that 95 per cent of sales professionals, no matter what their industry, can develop professional telephone technique. All they need is the opportunity to learn how and the enthusiasm to take that opportunity when it comes along!

Wishing you the best sales week of your career.

**Matthew Mewse – the Telephone Man**

Today's quote from the Telephone Man:

*It takes no skill to read a script; the skill is to seem not to!*

### Matthew Mewse

**The Telephone Man**

Business-by-phone specialist in:

( **Training**

Over ten years experience in successful business-by-phone training at all levels.

( **Script creation**

Proven scripts have generated millions of dollars in income.

( **Complete consultancy**  
Recruitment, systems, national call centre set-up and management.

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Entertaining speaker for conferences, seminars and business forums.

**For a comprehensive backgrounder, CV and testimonials email: [telephone.man@ihug.co.nz](mailto:telephone.man@ihug.co.nz)**

### The things people say

Overheard on a caller headset...

**TSR:** *Is Mr. Johnston there please?*

**Screener:** *No, he's out for 10 minutes.*

**TSR:** *But when will he be back?*

### Stand up & Shout

Kiwi Success Unplugged Alastair Ferguson details the success secrets of Peter Leitch, Rob Hamill, Morgan McArthur, Diane Foreman and many others. Copies available from Brian Clough, Action International Master Business Coach, Phone 489 3946.