

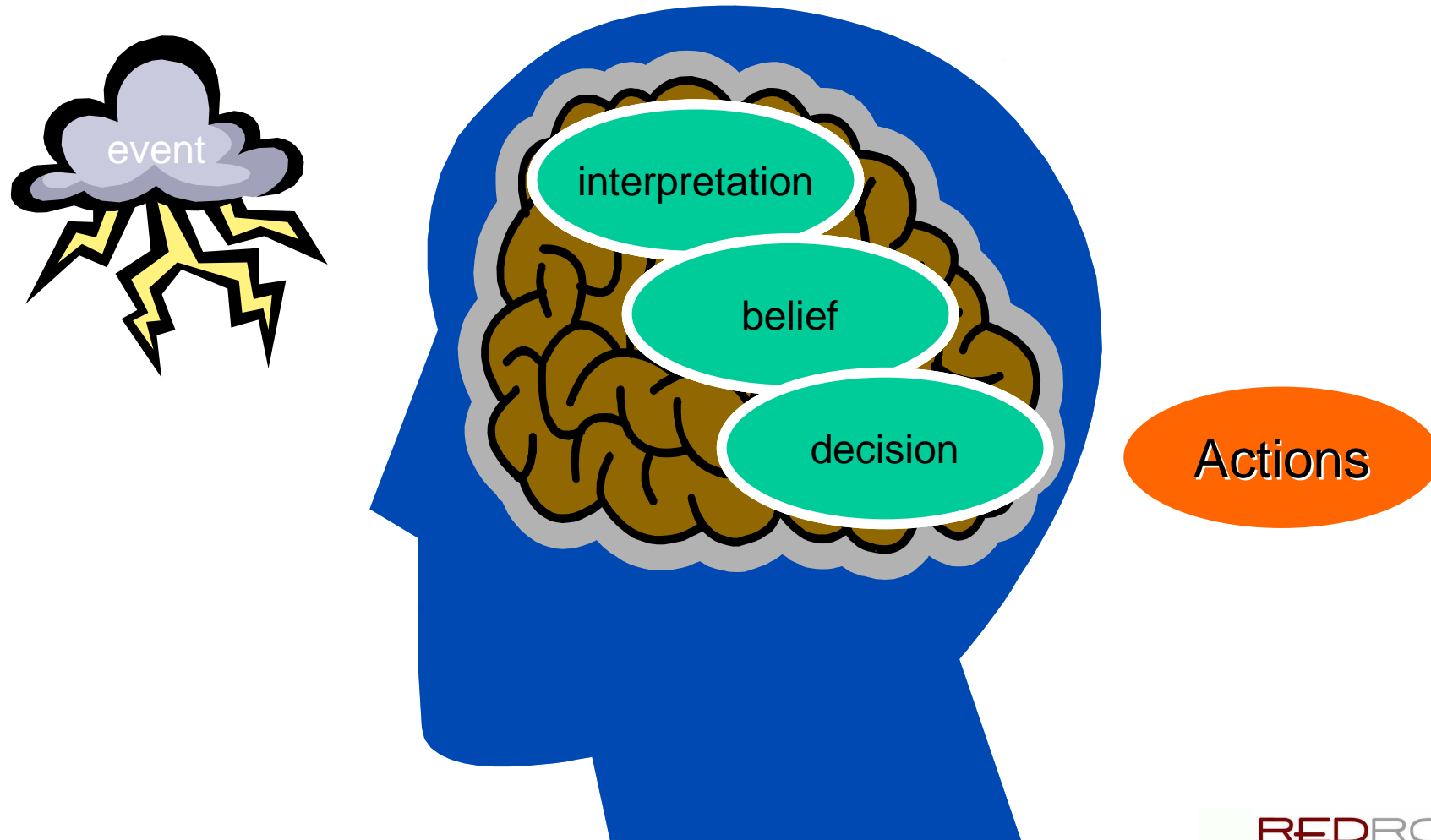


Tutorial B:  
Making More Appointments  
*Increase Your Sales With More Effective Telephone Calls*

# Tutorial Objectives

- Q+A throughout
- What are the core beliefs and goals for success this quarter?
- How can I make maximum impact over the telephone and email?
- How can I increase number of appointments booked?
- How do I overcome any objections at this stage?

# Core Beliefs For Success



# Setting Smart Objectives...

**Specific** *what do you mean by 'more successful' ?*

**Measurable** *e.g. % or £ increase, how do you know when you're there?*

**Achievable** *have you set the right amount and time to do this?*

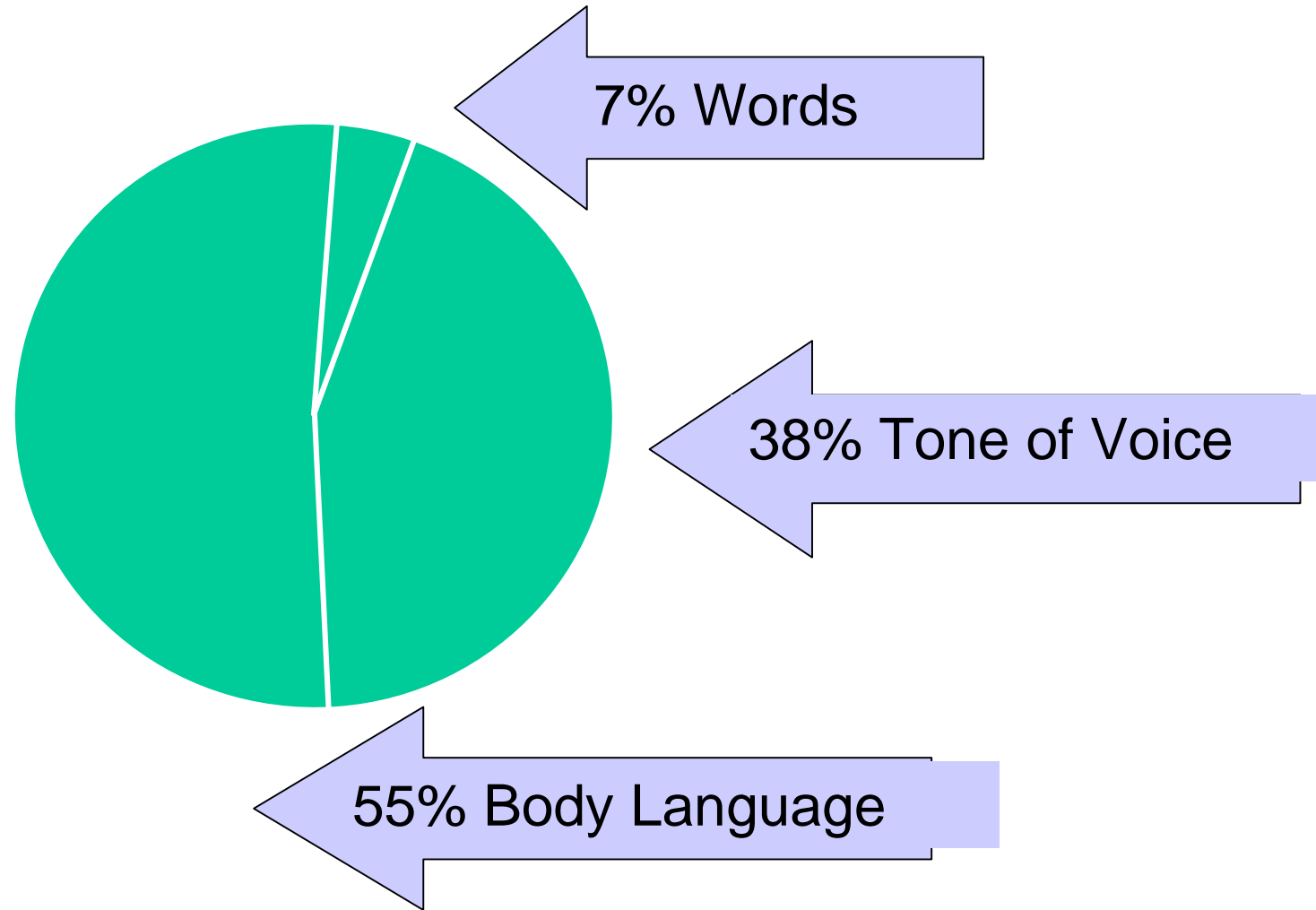
**Realistic** *given your resources, is this do-able?*

**Time\Target** *when and what are you aiming for?*

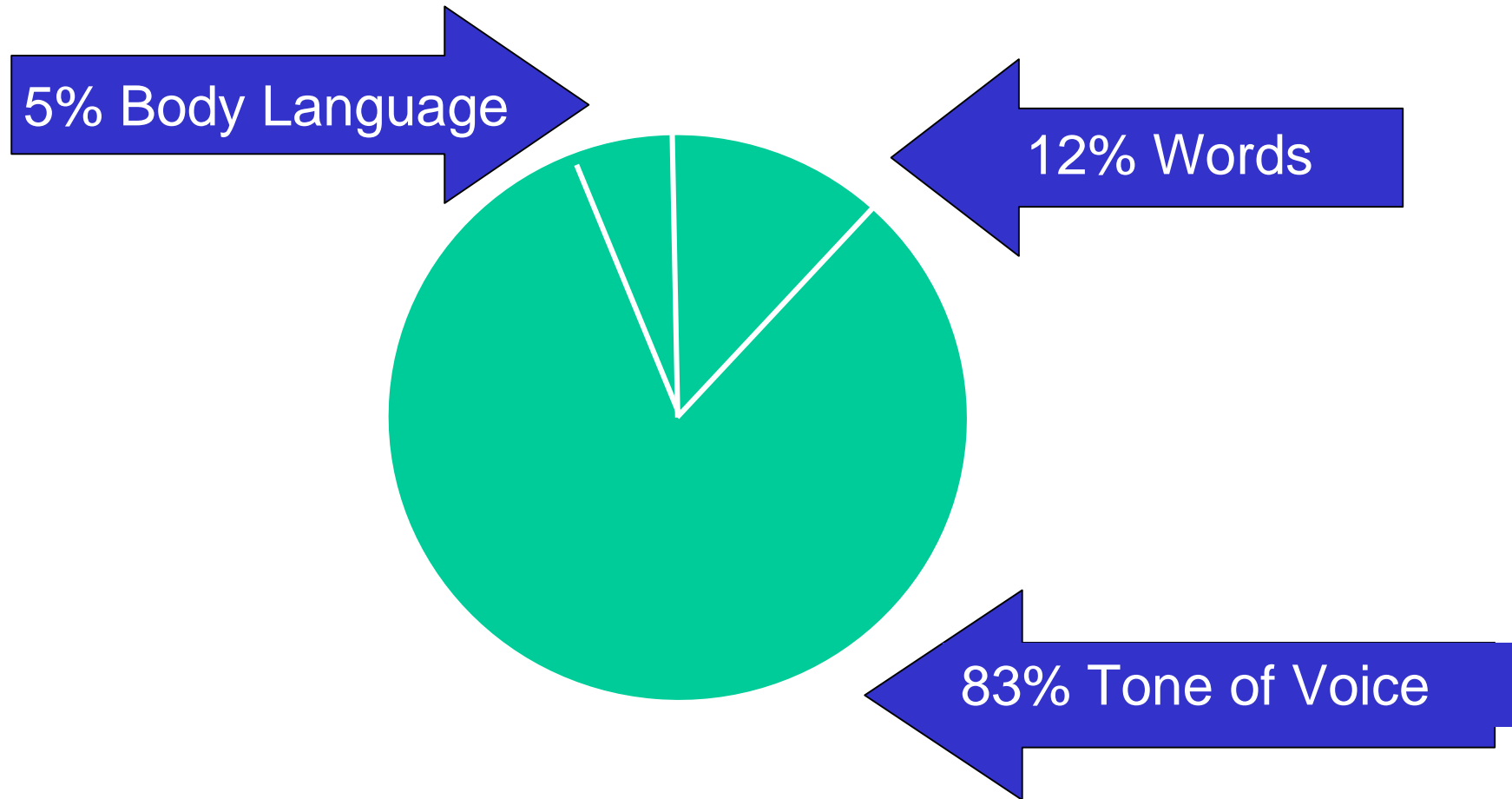
# Recap: 7 Point Phone Plan

1. Introduction – Introduce yourself: Use full name & credibility statement. Remember the 3:30:3 rule
2. Bridge – Reason for calling: Opening Benefit Statement
3. Probe – Identify how you can help benefit them
4. Summarise – Recap conversation: ‘So what you’re telling me is’
5. Solution – Explain how you can help: Match with benefits
6. Positive close – Gain commitment: Make it natural
7. Action – Keep in touch: Leave with a reason to call again

# Communication Process: Face-to-Face



# Communication Process: Telephone



# We Think Fast....!

3 seconds...

30 seconds...

3 minutes...

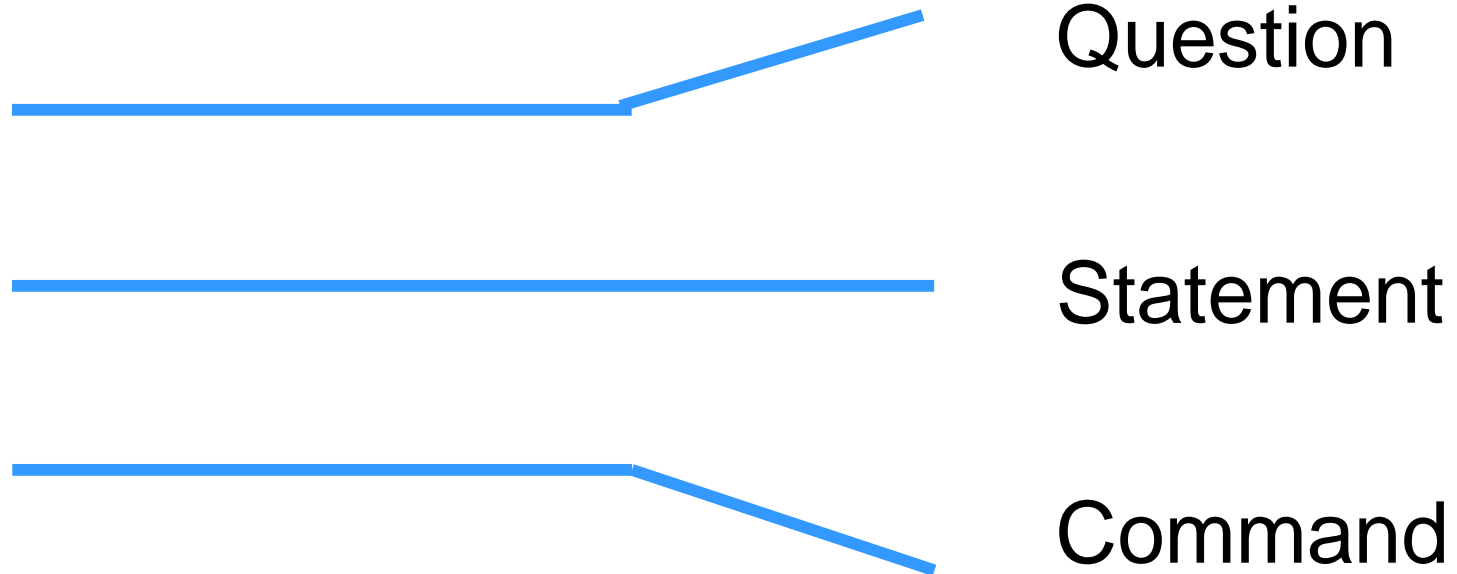
# Words That Sell

- *Desirable*
- *Fabulous*
- *Easy*
- *Guaranteed*
- *Unique*
- *Own*
- *Recommended*
- *Love*
- *Stunning*
- *Results*
- *Best*
- *Gorgeous*

## Top Tone

*'I never agreed on that date'*

# Command With Tone



# Encouraging A Response

1. SIGNPOSTING

*“In order for me to....”*

2. WIIFM (What’s In It For Me)

*“See how I can save you as much hassle as possible...”*

3. MAKE YOUR REQUEST

*“Can I ask you about.....”*

# Handling Objections

Nine times out of ten, an objection is simply down to a lack of understanding.

Objections can very easily be turned into a positive using 3 little words...

# Feel Felt Found – Time Objection



If your client isn't sure  
about coming to a site  
visit

*“I understand why you **FEEL** like that, other Customers of mine have **FELT** the same, but what they have **FOUND** is that it saves so much time in the long run because it enables us to effectively identify your priorities and needs”*

# Feel Felt Found – Price



*“I understand why you **FEEL** like that, other Customers of mine **FELT** the same at first, but what they **FOUND** is that because we take such pride in making sure our plans fit your specific needs, it really made the whole event far more cost effective taking the hassle away of having to search out the best deal themselves”*

# Tutorial Objectives

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# Next Tutorial....

Wed 7 July 2010 18:00

## Tutorial C: Closing The Deal At Appointments

*Make more money by closing more deals*

- What structure makes for high impact client meetings?
- What questioning strategy can I use to increase my success?
- What closing techniques could I use?
- How do I overcome any objections at this stage?
- What additional business opportunities can I qualify?

# Further Info....

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