



Positive Momentum

energy engagement edge



Quick Tips : Sales

Cold calling sucks!

How to make it irresistible for clients to see you for an appointment

- 1 Sound cheerful and upbeat on the phone – nobody wants to see a miserable git.
- 2 Spend time little and often calling for appointments – 20-30 minutes every 2-3 days.
- 3 Focus – get rid of distractions like email's and piles of paper.
- 4 Get your physiology working for you by standing up and even walking around.
- 5 Don't try and be clever with gatekeepers – instead use charm and understanding.
- 6 Get gatekeepers to do your work for you by suggesting dates that you'll come, asking them to check availability for you and ringing back later to confirm.
- 7 Where there is a really difficult gatekeeper try ringing before 9am or after 5.30pm.
- 8 Don't bother with some fancy schmancy 'hook' (they never work) but instead get to the point quickly and tell people that you are ringing to book an appointment to see them and then quickly offer them a couple of dates you are free.
- 9 Don't apologise for calling or tell me that the appointment "won't take long" or that you "happen to be in the area" – all these lead me to think that your proposed visit has low value.
- 10 Subtly use the subconsciously persuasive word "need" when stating your desire for an appointment, as in "I need to come and see you". Can't explain why but it just works.
- 11 Choose two sets of two alternative dates BEFORE you pick the phone up. The first date in the first pair you offer should be just over one week away and the second should be in the following week on a different day of the week. If they say they are not available on either of these then happy days! The debate is now about when you are coming not if. Immediately go back with another pair of dates that are 3-4 weeks away – that you prepared before you picked up the phone.
- 12 When describing dates talk about days of the month not days of the week – I am more likely to look at my diary if you say the 27th than if you say next Tuesday.

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Contact us to find out how we can help you

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We look forward to hearing from you.

You just can't stop momentum...

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