

THE SALESPERSON'S POCKETBOOK

By Clive Bonny

Drawings by Phil Hailstone

"Full of practical advice which can be applied quickly."

Mike Bennett, Sales Director, Nestlé

"Shows excellent examples of elevator pitching."

Graeme Hodges, Director, Showcase Software

"Bite-size reminders to win new business and keep customers for life."

Gary Jennison, Sales Director, Barclays

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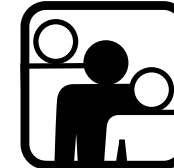


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PROSPECTING

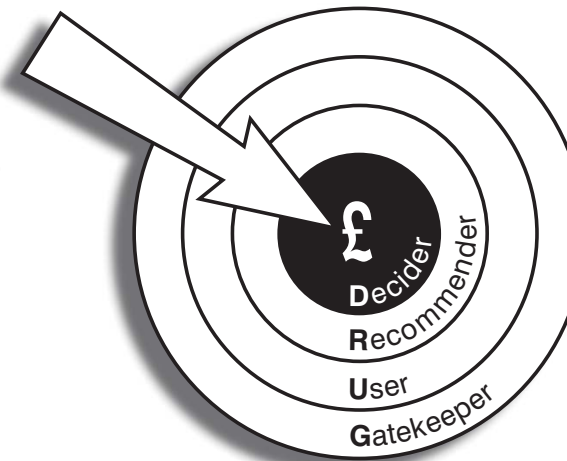


APPOINTMENTS BY PHONE

AIM FOR THE CENTRE

Your target is to speak to the person who decides.

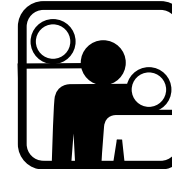
- D**ecider: Authorises budget
- R**ecommender: Manages users
- U**ser: Implements and influences
- G**atekeeper: *Experts and secretaries*



PROSPECTING

APPOINTMENTS BY PHONE

KEY STEPS IN THE CALL STRUCTURE



PROSPECTING

MAKING APPOINTMENTS

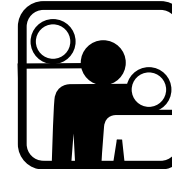
INTRODUCTION STATEMENTS



- Switchboard
 - Be warm: *Can you help me?*
 - Verify decision-maker's name, title and address
- Secretary
 - Control with questions
 - *It concerns policy regarding X. Is she/he in?*
 - *Do you keep his/her diary or should I call back later?*
 - *What time would be best?*
- P.A. to M.D.
 - *Would you know who decides policy on X?*
(then transfer directly ...)
 - *... Miss Jones suggested I spoke with you*
- Decision-maker
 - Give full name and check they're not in a meeting
 - Use a **hook**: *I read that you have recently ...*
 - Match your benefit statement to their job function

PROSPECTING

MAKING APPOINTMENTS



Before the call

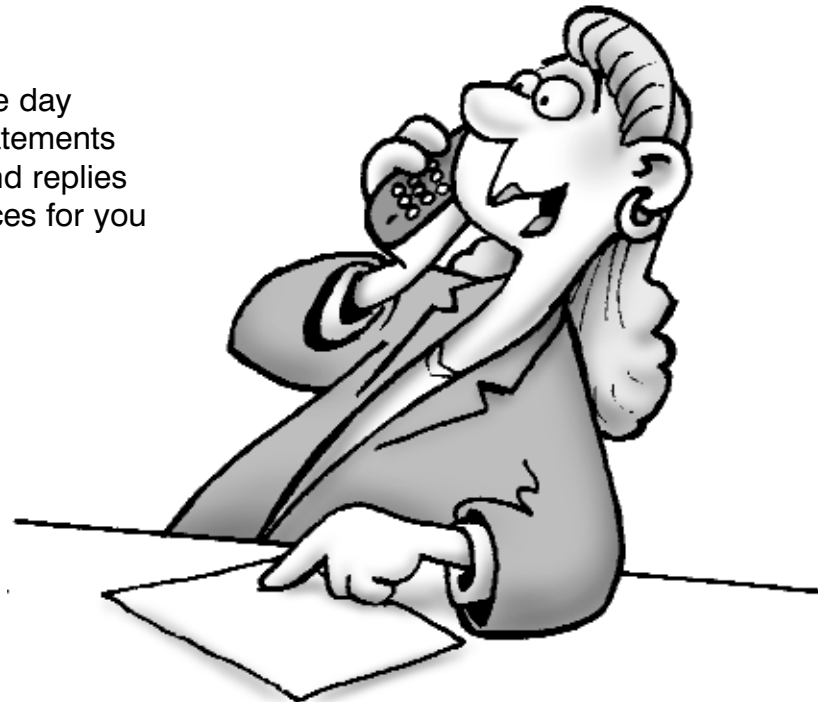
- Prepare
 - Activity goals for the day
 - Opening benefit statements
 - Likely objections and replies
 - Best times and places for you

During the call

- Qualify
 - **W**ants
 - **A**uthority
 - **N**eeds
 - **T**imescale
 - **S**pending power

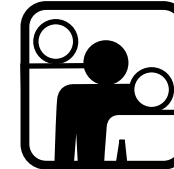
After the call

- Replace phone on hook last
- Confirm in writing: date, time, place, purpose



PROSPECTING

MAKING APPOINTMENTS



Do

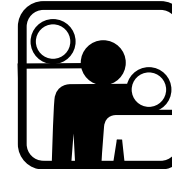
- ✓ Make notes
- ✓ Be persistent
- ✓ Sound confident
- ✓ Ask for appointments at 08.45, 11.45, 13.45, 16.15 hours
- ✓ Offer alternative times, one specific and one open:
 - *Are you free 08.45 am Friday ...*
 - *... or is some time next week more convenient?*

Don't

- ✗ Wait on hold
- ✗ Accept *We'll call you back*
- ✗ Pause between benefit statement and question
- ✗ Talk to purchasing departments

PROSPECTING

SELLING BY PHONE



- Follow structure as for appointments (page 30).
- Build testimonials into benefit statements: *Your manufacturers were delighted with us. I'd like to show why.*
- Test close: *How does that sound?*
- Close direct: *Can we go ahead?*
 - alternative offer: *Can we deliver this month or next?*
 - minor offer: *Can we deliver the extras the same day?*
 - assumed offer: *To whom shall we address the invoice?*
- Ring **ENTHUS**

I
Am
Sold
Myself

PROSPECTING

WORD PICTURES



Use positive, active language to create the right atmosphere.

Avoid

Negative/Passive

(eg: *It could be arranged*)

Pay

Suggest

Change

Sign

If

I

Use

Positive/Active

(eg: *We can arrange*)

Invest

Recommend

Improve

Approve

When

You

About the Author

Clive W. Bonny

Clive's early career began in financial services management. It progressed through accounting and marketing into direct sales with British, German and American employers. His sales career developed into major accounts and sales management within commercial, central government and local government sectors, consistently breaking company sales records for new business. He was appointed General Manager in a publicly quoted American multi-national company with profit and loss responsibility and within a two year period he improved divisional net profits from 6.8% to 18.2% of total revenues whilst increasing the customer base tenfold.



Clive is owner-manager of Strategic Management Partners, advising organisations on Business Excellence and coaching individuals to improve results. Besides success in operational and board level positions, he is a Certified Management Consultant, a Fellow of the RSA, and author of several publications on corporate communications, career management and business ethics.

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"Values Sustain Value"