IGNITE. PERFORM. ACHIEVE.

RRi
RICHARD ROBBINS
INTERNATIONAL INC.

precision™

EFFECTIVE TELEPHONE PROSPECTING

ACHIEVEMENT TRAINING TOOLS

⑥ KEYS TO MASTERING TELEPHONE PROSPECTING

① Understand the purpose of business-generating time:

- To breakthrough to potential clients
- To establish need and motivation of potential clients
- To make a decision on follow-up time or set an appointment

② After every contact make a decision to:

- Discard
- Put in lead follow-up system
- Set an appointment

③ Time block at least one hour every day:

- It's best to prospect in the morning before anything else can get in your way – generate business in the morning and service business in the afternoon
- Always call your best prospects first
- If you have an assistant, ask him/her to create your prospecting lists for you before they leave each day so you can get right to it when you come into the office in the morning
- Use this time for prospecting NOT lead follow-up, book lead follow-up time separately in your calendar

④ Always use a Script. Scripts...

- Qualify the prospect
- Allow us to stay in control of the conversation
- Give us consistency in what we say and do
- Allow us to reduce the time of the conversation
- Allow us to discuss what's important to the prospect and to us
- Lead us to a desired result (appointment)

Professionals always use a script (actors).

⑤ Maintain high energy and momentum:

- Prospect early in the morning
- Be 100% prepared before you start
- Prospect totally undisturbed
- Stand up and use a headset
- Surround yourself with positive influences
- Have a specific hourly goal before you start
- Always use a script and ask all the questions
- Only let the phone ring 4 times and move on

There is nothing to fear if you are not attached to the outcome.

⑥ Continually Improve:

- Memorize and internalize the scripts
- Role-play with different partners daily
- Tape yourself and critique
- Track your results daily
- Have responses to most common objections committed to memory
- Focus your business-generating time on setting appointments

Role Play Consistently:

- Consider having more than one partner, or possibly a different role play partner for every day of the week
- Give constructive feedback only
- Change role play partners quarterly
- Practice at least 30 minutes per day
- Always give your partner the appointment at the end
- Plan on role play partnerships not going smoothly – sometimes you'll get stood up – have a back-up and/or a back-up plan for practicing solo
- Swap calling between partners each week to share the long distance charges

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BUILDING TELEPHONE RAPPORT

Why build Rapport?

- Rapport creates trust
- The prospect will then want to answer every question you have

What is Selling?

- Selling is the process of qualifying, then assisting prospects in making a decision
- Selling is asking questions, discovering a need or objection, solving problems, then making a decision to open a new relationship
- Selling is helping others make a decision that is in their best interest

The Rapport-Building Process

1. Ask a question (Whoever is asking is in control)
2. Listen, listen and listen to the answer
3. Repeat their answer (Show you're listening)
4. Ask next question or close

Remember Communication is:

- 7% Words
- 38% Tonality
- 55% Body language

PROSPECTING CHECKLIST

Before you start...

- ☐ Create your prospecting list with proper names/contact numbers. This can be past clients or associates from your winning team database, or new prospects.
- ☐ Review and have handy all scripts relevant to the type of calls you are making. You might even consider role playing your scripts each morning before you start prospecting.
- ☐ Have a blank pad handy in order to make notes for yourself and possibly for your assistant.
- ☐ Create a DO NOT DISTURB environment – close the door, shut off your cell phone, and ask others to not disturb you during your prospecting time. Make sure the environment is positive and you've got a comfortable head set.
- ☐ Have your calendar near by so you can easily and quickly note appointments you set.
- ☐ Take note of the time that you start and commit to continuing for a set time frame no matter what.
- ☐ Before picking up the phone decide what outcome you intend to achieve: set an appointment or get a referral.

At the end of your prospecting appointment...

- ☐ Record the results of your calls in your database and/or lead follow up system.
- ☐ If applicable, send handwritten thank you notes.
- ☐ Make note of any objections you weren't able to handle for discussion on your next coaching call.