

10 Things to DO on a call

1 – CHOOSE YOUR MIND SET

“whether you think you can or think you cannot – you’re absolutely right!”

2 – BODY LANGUAGE

A cliché is a cliché because it’s true – sit up and ‘smile when you dial’!



3 – RECRUIT BUT DON’T PITCH TO A GATEKEEPER

They are a real barrier so assertive, polite, charming – whatever it takes but do not pitch to them – they aren’t the decision maker (no matter what they think).

4 – NEVER ASSUME

Is that woman who answered the phone the gatekeeper or MD? Leave your ‘isms’ at the door.



5 – SUCCINCT

Who are you, why are you calling and why should I listen to you for another 30 seconds? That’s the basic 3 questions you need to answer in the first 5 seconds.

6 – COMPELLING

If you can’t be excited about your offering why should they!

7 – WORK WITHOUT A SCRIPT

That way you have an actual conversation.

8 – ABC

Always Be Closing- whether it ‘trial’, ‘alternative’, ‘assumptive’, etc if you don’t ask you don’t get.

9 – BUILD RAPPORT

Make good notes and keep a call diary – calling back when said you will is essential and good notes means you won’t have to start all over again!



10 – REPEAT, REPEAT, REPEAT.....

Persistence is the key!