

Welcome to Insight into Telemarketing

Thank you for choosing the “Insight into Telemarketing” Open Learning course of the I-Marketing Series.

Course aims

This course has been written to help you understand how telemarketing works, and breaks down the steps you need to take for consistent successful telemarketing. It provides you with a logical structure, guidelines, tips and practical exercises to help you develop and refresh your skills.

If you're new to the subject and want to find out how to become a professional in this industry, you'll find the contents of great value. For those already experienced in telemarketing, this course will provide a valuable reminder and highlight techniques that you may not have used for a while.

Learning method

We recommend that you first look at the contents, and browse through each section, to give you an overview of the material. While it's tempting to jump ahead, we recommend that you proceed step by step through the sequence of each unit.

Assessments: This course comprises of six units, each with a simple self-assessment activity. You can use these activities to test your own understanding of each section. If you're not sure, go back and look at the unit again. At the end of the course, there is a final exercise to help you summarize your learning, and develop your own action plan.

Learning Log: It's also worth keeping a Learning Log, [like a diary] to reflect on your own development, summarise what you have learned, highlight areas which you found interesting or challenging, and make notes about further actions planned, reading and research. In this Learning Log you can also make a note of your own personal objectives, so that you can check these as you go through the course to make sure that your objectives are being met.



Exercises: The exercises in this course are designed to help you:

- Understand and apply the information you have just read
- Reinforce the reading matter
- Summarise what you have learned in your own words

Note: You will need a recording device such as your mobile phone or a Dictaphone for some of the exercises, as well as the help of a friend or colleague.

Course content:

How to be prepared

The importance of personal planning

The difference between telephone sales, telemarketing and telephone research

The importance of the first 15 seconds

Good times, bad times, unexpected times - which is best?

Key words and phrases

Structuring the call

Getting past the gate-keeper

Positive reinforcement

Establishing needs

Building a case

Overcoming objections

Listening - the forgotten art

How to recognise buying signals

Tracking the decision maker

Closing techniques

When you have worked through the six units, you will be better able to:

- Make a strong first impression on the phone
- Present your case in terms of benefits to the customer
- Use questions confidently
- Make positive language a habit
- Deal effectively with objections
- Close more sales



Course structure and breakdown of topics

- Unit 1 Planning and objectives**
Types of telephone marketing
Creating the right environment
Personal planning
Who are you calling?
Best times /worst times
- Unit 2: Opening the call and understanding benefits**
Telemarketing with FAB
Opening the call
Script or not?
Getting past the gatekeeper
Making the most of the first 15 seconds
- Unit 3: Structuring the call**
Core dialogue - needs and benefits
Using positive language
Listening and questioning
Open and closed questions
- Unit 4: Recognising objections**
Preparing and handling objections
Identifying buying signals
Dealing with objections assertively
- Unit 5: Closing the call**
Choosing the right closing technique
Understanding the closing process
Types of close
Confirming what happens next
- Unit 6: Putting it all together**
Checking targets
Reviewing the process
Developing personal prompt notes
Personal Action Plan



Experience has shown that this course will take about 12-15 hours to complete, depending on your existing knowledge. Your main objective should be to understand the content and apply the course in your working life. I suggest that you do not spend more than 2 hours a day studying.

Time guidelines of each Unit:

Unit 1	70 min
Unit 2	100 min
Unit 3	140 min
Unit 4	120 min
Unit 5	110 min
Unit 6	120 min



Unit 1 Planning and objectives

This course has been developed to help you understand what telemarketing is, how it can be used in a variety of situations, how to use the telephone more effectively, and the best ways you can project the right image of the company.

While telemarketing shares some of the same techniques as other forms of selling or market research, there are specific skills, which can be applied in this environment.

Types of Telemarketing

Telemarketing can be used in a wide variety of contexts. Can you think of any?
(Write your answers here)

Here are some we have found:

Research. You might want to find out about:

- customer satisfaction
- whether a company ever buys a product or service
- whether consumers would agree to a bypass for their local town
- what their perception of a company is
- whether one company is better known than another
- how often people buy a product
- what prices they prefer to pay for selected services
- whether a TV or radio campaign has been seen/heard, and what the messages are.

List cleaning. Managers in business tend to change jobs every 3 years, and consumers move house, on average every 5 years, so it is essential to ensure that lists are kept up to date. This can best be done by telephoning to check the details.

Several companies on the web now offer lists of companies, but without contact names. As direct mail is much more effective when addressed to a named person, whose job title indicates that the mailing would be relevant, this can be an on-going job.



Order taking. Many businesses use telephone marketing to collect orders on a regular basis from their customers. This can range from stationery supplies, clothes and spectacle lenses, to ice cream and car parts. Call centres use telemarketing operators to help customers select their purchases, encouraging add-on sales, and advising on stock levels and delivery schedules.

Appointment making. The most highly paid sector of telemarketing is appointment making for businesses. We will be looking at the processes involved in more detail later, but at this stage it should be remembered that with appointment making, you only need to sell the appointment- not the whole product, especially if it is technical or requires specialist knowledge. So don't worry if you don't know much about a product or service at the beginning.

Customer Service. Many companies now use the phone for customer service, as it keeps customers informed, and maintains contact with them. The type of work you might find in this area could include following up a new customer to ensure they were happy with a service, telling customers about special offers which they are eligible for, and following up customer enquiries.

Prepare your work environment

Whether you are working from home, or in a huge call centre with 200 other people, it is essential to prepare your working environment.

Before you start:

- Prepare a clear working surface - nobody works best in a muddle
- Ensure a supply of pens and paper to write on - preferably not the back of something valuable
- Check your contact details/customer management system/screen display is ready. Have you spoken to the person before, do you know what their point of view is/are they a client?
- If you are using a computer, are you familiar with the screen?
- Are you sitting comfortably? If not, your voice is not going to come out the right way. You will not be breathing properly, and your voice will come out all choked.

Hot tip! Many telemarketing professionals prefer to do their calls standing up. This releases the diaphragm, allows more breath in the lungs, and gives greater control.

Try it!



- Are you working to a script or call structure? Some people prefer working with a script/some don't - we'll talk about this later - but if you are working with a script make sure you have it ready.
- The diary/calendar. If you are making appointments on behalf of a sales person, you can't just hope they're going to be in Bradford a week on Tuesday –you will need their diary or on line calendar to make offers of dates to the person on the telephone
- The map or distance calculator. If you don't know the distance between Bradford and Birmingham, this is going to cause problems. You can make much better use of the sales person's time by concentrating their efforts in a tighter geographical area
- Product or service information - If you need detailed product or service information, be sure you have it in an easy to use format - there is no point in having the company brochure or website, and wading through it every time, if you can summarise the key points on a sheet of paper.
- Is there anything else that you need - Clock? Order forms on your system?

When working on the phone, it is recommended that you clear your work surface of cups of coffee, jangling keys, and do not eat apples, toffees, or other audible distractions.

Personal Planning

Know what you are doing and why. If you do not concentrate while on the phone, it will be apparent to the person you are calling, and you will not be successful.

Set a personal target. You can expect to make 10-15 calls an hour, depending on the nature of calls.

Set your hourly target. Break it down into small pieces making it much easier to start. We all know about putting off the jobs we don't want to start, but if you don't start you will never finish.

Illustration:

A telemarketing team set up for a fleet management company had a slogan '10 before 10'. As the telesales staff were part time they needed to get started at 9 o'clock and not 10 o'clock. They were given a target of phoning 10 people before 10 o'clock. This got them into a routine, which made them more effective.

Work out how many calls you have to make to find out how many contacts you get.



Work out how many contacts you need to turn them into appointments or brochures to be sent out. This helps you know how productive you are.

Example:

No. of calls per hour:

No. of contacts per hour:

No. of sales/appointments:

For higher value items, you should be aiming at these targets:

15 calls per hour = 5 contacts = at least 1 appointment/sale

Prepare your voice

When using your voice on the phone, it is worthwhile practising a few voice exercises. This is especially true first thing in the morning, when your voice may not sound as strong and confident as after your third cup of coffee. If you sing a song, do some tra- la- las, or even just talk in a normal voice, aloud, you will be warming up your voice muscles - just like the professionals on TV and radio. Many telemarketing operations encourage their staff to sing a company song to get them started, This has 2 benefits - the singing warms up the voice and also lifts the mood for the day- it helps people to feel positive and enthusiastic.

Even simply flexing your face muscles will give you a wider tone of voice and a more confident sound - try it!

Remember, if you lower the tone of your voice, and speak more slowly, people will think you are in control, and listen to you more carefully.



Why are you calling?

Exercise A min.

Time guide: 5

List here why you might be calling a company.

- 1.
- 2.
- 3.
- 4.
- 5.

Here are some possible answers:

- You might be testing response to a proposition. You might be saying that if we launched a completely fat free chocolate bar, would people be interested?
- Finding out something, e.g. you might want to find out whether a company has a company car fleet; whether they use the services of a credit collection agency; whether they have to book conferences or business travel.
- Making an appointment. You might want to get an appointment for a job, for your sales manager, for a presentation.
- You might have sent out a quotation and you want to know if they're still interested in it, if there's any other information that you can provide.
- You might want to update records, confirming the postcode, telephone, fax numbers or email of a company.
- You could be calling to find out how to spell the name of the MD or what the title of the person who is responsible for buying advertising is.
- Mailshot follow up "We sent you information about our training courses, (describe something about the mailing, or remind them of a benefit or a special offer) - did you receive it?"



Why should they listen?

Everybody is very busy, the telephone is an interruption but we listen **because there may be something to learn.**

Exercise B

Time guide: 3 min.

Describe a recent telemarketing call that you received. Why did you listen?

You probably answered that you thought there would be a benefit to you, you might learn something new/interesting/valuable.

As each phone call is a 2-way communication, they need to understand your enquiry, and listen while you give your information.

Now you can plan a call, using this format.

Exercise C

Time guide: 10 min.

Objective of call

Reasons for them to listen:

1. _____
2. _____
3. _____



For example,

Objective: To complete answers in a customer satisfaction survey

Reasons for them to listen/respond:

- 1) To contribute to the relationship between the companies
- 2) To improve the service by telling them what is wrong/could be done better
- 3) To find out what else they do which might be useful to my company

Who are you calling?

Know who you are calling before you pick up the phone. It is very easy to become distracted, but you can imagine a call where the person calling sounded vague - you would not treat it with any importance.

If the company has been in the news, check the facts, as that may influence your call.

If you have spoken to them before, check the name of the receptionist/secretary, - they will be pleased if you use it.

If they've got a difficult name, check with the switchboard how it is pronounced/ spelled, and if they are Mr/Mrs/Ms/Dr

When did they last hear from you/your company? If ever?

When is the right time?

Many businesses find the best times to be Tuesday and Wednesday. However, early on Monday morning is not always a good time to call because many people are involved in weekly meetings at this time.

Friday is probably not the time to start opening new discussions - but unexpected times do sometimes work. Corporate hospitality companies often phone at about 5.05pm on a Friday night with a last minute offer for fabulous corporate hospitality tickets for a Rugby International a week on Saturday. They do it because it works.

Regular times

Example:

At a UK based spectacle lens company, they introduced telephone sales and phoned the key customers at 2.30pm, some of them on a daily basis, in order to find out what lenses they needed to fill their 24-hour turnaround prescriptions. Customers knew at 2.30pm. Tracy and her team called and asked them what they needed, so they didn't have to think about it. Sales went up dramatically when this pro-active approach was introduced.



Lunchtimes can be good as bosses are out of meetings, secretaries are at lunch, and the contact may answer the phone him/herself.

The same applies to engineers, who are most likely to be near their desks at 8.00am and after 5.00pm.

Calling customers at home, especially if cold calling, is more difficult to plan. It is recommended by voluntary regulators in this business sector that in the UK, you do not call after 8.30pm in the evening. Equally, few people want to be interrupted during their meal times.

As a professional telephone marketer, you will need to balance the need to make calls against these factors. Only by trying it yourself, and recording your results, will you learn what times work best for you. You can use this Checklist to remind you to do your preparation, and to monitor your success at different times. Adapt it to suit your own needs.



Preparation

Contact management screen ☐
pen/paper ☐
clear surface ☐
prompt notes ☐
diary/ calendar ☐
map ☐
other ☐

Number of calls today.....
Number of calls per hour.....

Objective of call:

Find out	<input type="checkbox"/>	Appointment	<input type="checkbox"/>	Customer care	<input type="checkbox"/>
List cleaning	<input type="checkbox"/>	Follow up mailing	<input type="checkbox"/>	Follow up quote	<input type="checkbox"/>

Time:

Mon. Tues. Wed. Thurs. Fri. AM/PM

Product Knowledge

List of Features ☐
List of Advantages ☐
List of Benefits ☐

Physical Countdown

Flex face muscles ☐ Practice smile ☐ Exercise voice ☐



Well done – you deserve a break now!



Assessment to Unit 1

Use this assessment to check how much you have learned so far.

1. List here 5 types of telemarketing:

2. Which type of telemarketing is involved when you are finding out who is responsible for health and safety in a company?

3. Why is it important to set targets?

4. Name 3 techniques you have learned which make your voice sound more confident and in control.



5. List 3 reasons you might be phoning a company:

6. After what time should you not telephone customers at home?



Unit 2 Opening the call and understanding benefits

Telemarketing with FAB

If you are working in telemarketing, you are likely to be selling a number of different products or services. By going through the FAB process, you will soon be able to identify the benefits, and explain them succinctly to the prospective customer.

FAB stands for Features, Advantages, Benefits.

Features are properties of the product/service that describe how it works, what it is made of, what it can do.

Advantages are better than standard/previous/competitors products.

Benefits are those features and advantages turned into what it can do for the user. If you think, “what is in it for me, the customer” you will be able to find the benefits.

The following example may be helpful:

Example: - A hairdryer

Features:	2 speeds Diffuser nozzle Continental adapter switch Uses new technology Moulded handle
Advantages:	Dries hair quicker than previous model Quieter than competitors' Can be used in same room as TV/radio with no interference Easier to hold
Benefits:	Allows you to create many styles Kinder to your hair Use it on holiday at the flick of a switch Easier to use



Exercise A

Write down the Features, Advantages and Benefits of the following:

A dishwasher, a briefcase, a dictionary, a portable computer. If you are already working on a particular product or service, you can use this form to work out the FAB factors for that product.

Features:

Advantages:

Benefits:

It is very important to work out the benefits at this stage. You will be able to build your selling case on these benefits. If there are several of you, you can do this exercise together- you will be surprised at the different views each of you will contribute.

Benefits statements

You should now write down the benefits of the product service you are going to sell, and keep it handy, as it will form part of your script/prompt notes. Make sure you write out the benefits clearly, in spoken English (as you will be speaking it, not writing it in a letter) and in short sentences. On the telephone, you do not have other visual support for your message, so each word counts.

Action Point

Save this for future reference- you will use it as part of your prompt notes.



Benefit statements.

Write out your benefits statements here:

- 1.
- 2.
- 3.
- 4.
- 5.

Getting Through

Whether you work at home, or in a large call centre, you must practise blocking out all outside distractions. Do not allow people- even a manager- to interrupt you while you are on the phone, talking to a potential customer. If this happens, wait until the call is finished, then ask politely that they allow you to give 100% of your concentration to the customer.

Sound confident. If you have checked your benefits and prepared your benefit statement, you will sound more confident in your product/service knowledge.

Focus Forget about the shopping list, the car needing a service, or what is on TV tonight. If you do not sound 100% concentrated on the call, it will be detected in your voice and the potential customer will not listen. Result- wasted call, and possibly unhappy customer.

Smile before you dial. Practice your smile because it uses 15 calories a time, and you can hear a smile down the telephone. When you smile your voice automatically gains uplift, so focus on the customer by imagining a nice face to match their name. Think about meeting the person and how you would smile as you were introduced.

Getting past the gatekeeper

For many people, this can be the hardest part of telemarketing. There are several techniques to deal with this issue- try them and see which works best for you.

1. Time your call carefully- it may be better to call around lunchtime, when the potential customer is answering his/her own phone
2. Use a referral. If you have spoken to someone else in the company, you could say that “Mr Smith in Personnel suggested I speak to Miss Jones personally”



3. Involve the gatekeeper. Often, if the gatekeeper is powerful, he/she may be able to support your case. E.g., can I give the information to you and you can advise me what would be of interest to Mr X?
4. Get the gatekeeper on your side by thinking in terms of a benefit to her, and to the company. For example “this call could save your company money”, “I think Miss X will want to know about this special offer”, or “Mr Y asked me to call him about this”.
5. You could ask him/her to suggest a good time to call back.
6. If you find yourself in "voice mail jail", you could try leaving a message highlighting a benefit, and indicating urgency to achieve that benefit. For example, “This is Pete Smith calling from ABC Computers. I’m phoning you to let you know about our special deals on top of the range tablets. We have only 20 to sell at the giveaway price of £300, including software and cloud back-up. Please call me if you would like to equip your sales team with state of the art communications and database management, to help them sell more. I can be reached on.....”

Many telephone marketing companies use the technique of saying that it is a personal call. While this may work in some situations, it normally just makes people cross when they find out they have been deceived.

You will not get past every gatekeeper, but these ideas should help you increase your contact rate. The important thing is to be polite, strong in the knowledge that what you are selling is of benefit to the customer, and persistent.

If you are conducting market research, then these techniques can also help you reach the respondent.

List cleaning

Checking the company’s details, and the names of people you will write to, or telephone later, is known as list cleaning. It is recommended that you do this as a separate operation, for 3 reasons:

- a) It is more efficient in terms of time - you can do a batch of list cleaning calls, and update your records.
- b) You are in a different type of mental attitude when you are collecting information, than when you are in sales calls. You can use the difference to your advantage when you separate the functions.
- c) If you are managing a telemarketing team, your less experienced staff will be better at list cleaning, which is less demanding, while your telemarketing professionals prefer to concentrate on selling, and achieving their targets.



When list cleaning, the type of information to be collected can include:

- 1) Correct spelling of name (and phonetic pronunciation)
- 2) Decision makers within the organisation
- 3) Direct line phone numbers
- 4) Correct job titles
- 5) Name of the gatekeeper (see above for why you would want this information)
- 6) Number of employees
- 7) Export markets

Opening the call

“You only have 15 seconds to make a good first impression”

The first 15 seconds is your best opportunity to make a good first impression. That’s why it is essential to be very prepared and open positively. If you cannot interest the listener at the beginning of the call, it is going to be much harder to get him/her interested as the call develops.

Script or not?

Many people use a script or prompt notes to help them. This course will help you to write your own prompt notes. Although prompt notes require more concentration from you than a script, the process is more human, allows for changes in the direction of the call, and can be adapted more easily.

You may find it helpful to discuss with other telemarketing professionals what works for them, and what tips they can suggest. If you feel you dealt with a customer particularly well, write down what you said, and be prepared to use that form of words later.

Think positive. If you start each call thinking that the prospect really wants you to call, then you will sound much more positive. A grudging, “I don’t suppose you’d be interested in” predicts the most likely outcome.

Start by smiling down the phone. Many telemarketing people keep a photo or cartoon near them, such as a favourite pet, so that whenever they pick up the phone, they are smiling. You can really hear a smile down the phone, and it tends to make the person listening smile back. This will get you off to a good start on your calls.

Remember to speak slowly and clearly. If you gabble, the listener will soon lose patience.

When people pick up the phone, they need a few seconds to tune in to your voice. That is why it is good practice to start with “Good morning,” or “Good afternoon”. This allows the listener to tune in, realise it is not a voice he/she recognises, and prepare to listen. The first thing to do is announce yourself, let the listener know who you are right away, and give your name. If your name is complicated, use an abbreviation which sounds good on



the phone. You may only want to use a first name, as the prospective customer is less likely to take in 2 names at this stage.

If you use his name 2 or 3 times within each call, it reminds him that he is taking part in this conversation. For example, if you've quite a few sentences to say, intersperse some of the talking with questions - get him involved and use his name to further involve him.

Establish their needs at the earliest possible time. Get the respondent involved early in conversation by talking about what interests him and his business, his products and his problems. e.g. "do you use computers in your workplace, Mr Smith"; "do you feel that you are getting as much out of them as you possibly can?"; do you think that if you knew a little bit more about some of the software functions, you could save yourself a lot of time".

Exercise B min.

Time guide: 5

Prepare and write down an opening for your business, to include:

Name

Company name

Purpose of call

First question to respondent

Did you write something like this?

Good morning, Mr Jones. My name is Susan and I'm calling from 2K Computer Services. The reason for my call today Mr Jones is to ask you if you need to save money on computer consumables?

Now practice saying/reading it to another person. The more often you do it, the more easy it will feel.

Action Point:

Save several openings on your file, - they can form the start of your prompt notes.

Well done – you deserve a break



now!



Assessment to Unit 2

Use this assessment to check how much you have learned so far.

1. What does FAB stand for?
.....
.....
.....
2. How do you easily find the Benefit of a product/service?
.....
.....
.....
3. What are the 3 things that can help you get through to the right person?
.....
.....
.....
4. Why should you undertake list cleaning as a separate operation?
.....
.....
.....
.....
.....
5. How long do you have to make a first impression?
.....



Unit 3 Structuring the call

Core dialogue

Now that you have successfully opened the call, you need to establish the needs of the prospect, and match them to benefits of your product/service.

Warning! Poor telemarketing people start with a long statement, about themselves and their company. This is often an inflexible out-of-date script, which turns people off.

It is important to get the prospect involved early in the call, by talking about what he/she is interested in, his business, his problems. For example, “Do you use customer management software in your business, Mr Brown? Do you feel you are getting as much out of it as you can? Would you like to save time on some of the longer applications, and avoid duplicate effort?”

The idea is to get him to say yes as much as possible during the early stages of the call. If you structure your questions so that the listener says yes a few times, then they are in the habit of agreeing with you, and will be more likely to agree with you when you offer the goods/appointment.

Using open and closed questions

Use open questions when you want to involve the listener in the dialogue, or when you want to find out more about their needs, or to match your benefits to their needs.

Open questions require a more detailed response. Here is a rhyme to help you remember:

I have six honest serving men
They taught me all I know
Their names are what and why and when
And how and where and who

Rudyard Kipling

Closed questions require a yes/no answer. When using closed questions try to phrase them so that the answer will be YES.

For example:

Open

“When do you expect to renew your computer servicing contract Mr Smith?”

“How do you currently plan your training budget Mr Smith?”

“In your opinion Mr Smith, which of your branches is the most profitable?”



Closed

“Do you think a service contract for your computer hardware is a good idea, Mr Smith?”

“Do you want to save 40% of your computer servicing costs, Mr Smith?”

Exercise A

Time guide: 25 min.

Write down 5 open questions, and 5 closed questions where the answer is YES which relate to the product/service you are selling.

(Hint: look at the benefits you prepared earlier, and work the questions around the benefits you have identified. Most benefits are variations on saving time, money, hassle. Decide which of the benefits you are going to focus on, and be prepared to mention the others, in those benefit statements you worked out earlier.)

OPEN

- 1.
- 2.
- 3.
- 4.
- 5.

CLOSED

- 1.
- 2.
- 3.
- 4.
- 5.

Tone of voice

Avoid your own boredom. Ensure your words are spoken in an animated and interesting manner. If you want to send your listener to sleep, talk like a hypnotist, in a boring monotone. Equally, beware of too-fast speech which infers panic - this tends to happen when we're nervous. Making a conscious effort to slow down will cancel this out. You should also slow down the speed of the voice when dealing with an awkward caller/handling an objection.

Build a case for an appointment

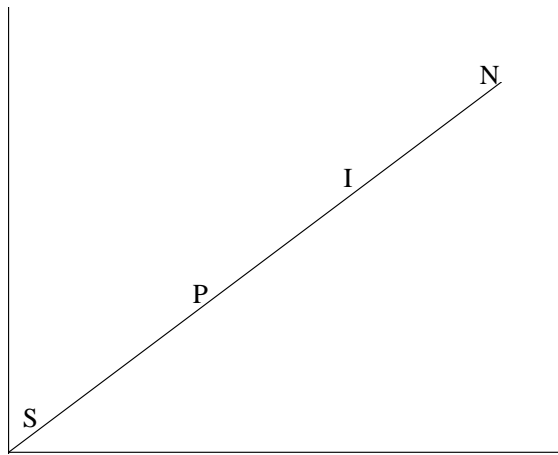
If the objective of your call is an appointment, you must build a case. SPIN TECHNIQUE can help you do this.

Following the opening, you need a series of questions which will find out the customer's needs. The technique of asking questions in a particular order is known as SPIN technique.



You should be planning to spend 30% of your time talking, and the remaining 70% listening.

SPIN Technique



Situation

Start by asking Situation questions. These are less threatening and intrusive. They show an interest in the prospect's company, and encourage him to talk.

Typical situation questions could include:

What is happening in the paper mill industry at the moment, Mr Jones?
How are you finding the recruitment of skilled staff in your area, Mr Wilson?

These questions act on several levels:

- a) They encourage the prospect to talk about a subject he knows well, and is comfortable with
- b) They provide you with valuable information at this stage
- c) They help the customer feel that it is not you "trying to sell him something"

Problem

Then move on to Problem questions. These invite further response by asking him to highlight his current problem (for which, of course, you have a benefit providing an appropriate solution).

During these questions, you will be thinking on your feet, listening carefully, and preparing the best answers for the customer's needs- but not using them yet. Typical Problem questions include:



- a) What are you planning to do about the new legislation, Mr Thompson?
- b) In an ideal world, what do you think is the most critical issue?
- c) What is missing from the scenario you have described, Miss Brown?

Implication

At this stage, it is time to get the feelings/emotions involved. Many sales people rush in, having identified a problem. However, there are some problems that you live with, and others that really cause an emotional reaction.

This is the time to work on the emotions- you could ask:

- a) What do you think will happen if these problems are not addressed?
- b) So, Mrs. Moore, what cost would be incurred if this employee took you to court?
- c) How would you feel if you achieved ISO 9000 within 60 days, Mr Wright?

Need

At this point you ask, (as opposed to tell) the potential customer what he needs to resolve his problem. By asking, you transfer the onus of purchasing to the other party, rather than you selling him/her something. He feels he has made the decision, based on the logical sequence of your questions.

Need questions:

- a) In view of what you have just told me, Mr Green, how much time do you think you would save if you out-sourced your telemarketing?
- b) If you could win 5 more customers every week, what difference would that make to your sales target, Mr Smith?
- c) So, to summarise, Miss Brown, you believe you could save £3000 per year if you had a just in time system of deliveries - is that correct?

Buyers feel better about a sale, or an appointment, if they have identified their own needs. It is then up to you to provide the most appropriate benefit – which will meet that need.



Make an offer

By using questioning, in the ways shown above, you can prepare to make them an offer, which is most relevant to their needs. Think carefully about these offers: here are some you can use:

- a) A free consultation
- b) A brochure containing valuable information
- c) Specific information which would be of value to their company but is only available from our highly trained consultant
- d) The fact that the appointment will only take half an hour
- e) A free analysis of their needs (sometimes called an audit)
- f) Copy of a report
- g) Discount if purchased within the next 7 days
- h) A free presentation

All offers should relate to those **benefit statements** you prepared earlier.

Can you think of an offer that you could make, on behalf of your company/client?

Write it in here:

Using the right language

On the phone you have none of the usual “clues” which are available for face-to face selling. You have to put everything into your tone of voice, and the words you use. That is why we encourage people to prepare the exact words and phrases, and practice them, so they sound natural.

One technique that you may find helpful is Neuro Linguistic Programming. This is a psychological approach developed in the USA to help people deal with phobias. It can be used in telemarketing in two ways:

- 1) Using positive language
- 2) Painting word pictures



Positive language

By using positive language, and particularly the Power words shown here, you can sound positive and enthusiastic about whatever you are selling. Our language is a habit. We can change those habits, if we are prepared to put in some effort.

Try to build 3 of the list of positive words into your every day speech, every week for 5 weeks. Make a conscious effort to use them every day, and they will soon become a habit.

The 15 power words we like in telemarketing are:

Discover	Proven	Save	Safe	Good
Money	Easy	Guaranteed	New	Own
Love	Free	Results	Health	Best

Painting word pictures

If you say to someone, “I’ll try and find out” there can often be a misunderstanding. You think you are being helpful, they think they have no chance of learning the answer.

By painting a success word picture, you can build a scenario where the prospective customer genuinely looks forward to seeing the person who can solve his problem/meet his need, and help him to receive the recognition he deserves.

For example:

“With this tablet computer, you can use it anywhere - when you go to conferences in this country, or perhaps overseas, on the plane, beside the pool, you can simply bring your desk with you. It is so easy to use, you will actually enjoy using it, and your colleagues will be impressed at the quality of the output.”

Other points on language

Tailor the conversation and words to suit the individual. Technical jargon may be over the heads and simply irritating for some people, while you need to show that you know some of the technical points in their business and therefore introduce them where appropriate.



Listening

In telephone work, it is the most important thing you can do. Really concentrate on what the speaker is saying.

Take advantage of the information available to you, whether on a credit card (in a retail situation), at a restaurant booking, a computer screen, or a switchboard operator who asks for your name before trying to connect you. Remember also that using a customer's name is particularly effective when you have to say 'no'. For example, say 'Mr Smith, I am sorry we are not going to be able to help' and then go on with the explanation. This reduces the intensity of the disappointment.

If you can develop your listening skills you will find your calls go better, you will interrupt less and you will earn the rewards of more appointments and more sales. So use the '**LISTEN**' formula to keep your customer contacts, whether by phone or in person, under your control:



L **Look Interested.** While you cannot see the person you are calling, you can look interested by the tone of voice, giving them total attention and barring distractions. Have a pad and pen ready to take notes. Make encouraging noises and give pertinent answers.

I **Inquire.** Ask questions - preferably open questions that need more of an answer than a simple 'yes' or 'no'. The more you ask, the more information you can get about your client's needs. So ask exactly what they have in mind and what they would be prepared to accept.

S **Stay on target.** Remember those objectives you wrote down earlier. Keep to the topic. You may find you get off the subject with your questions. Look for an opening to get back on track as soon as possible. A discussion about the weather is going to do you no good at all!

T **Test understanding.** People hear what they want to hear - so clarify as often as you can. Ask if you are right in your own understanding of the situation by paraphrasing what has been said. And check the other person has understood you by going over the main facts again.

E **Evaluate the message.** Judge whether they are saying what they really feel. If they say 'no' do they mean maybe? Try repeating their words back to them in the form of a question. For example, they say, "I couldn't agree to that"; return with "You couldn't agree to that?" They will be forced to explain their reasons and you may be able to come up with a solution.

N **Neutralise your feelings.** Don't over-react to what the other person says or you will stop listening and lose control of the negotiation. Let the other person have their say and remember, this is not about you, personally, it is about your product or company and the client's needs. You just need to control the situation to get the best deal possible.

Now let's put all this into practice.



Listening exercise

Exercise B

Time guide: 12 min.

You will need the help of a friend, or a recording device, such as your mobile phone, a Dictaphone, or video recorder, for this exercise.

If you are working with a friend, ask them to choose an article from the newspaper. It should be about 10 paragraphs long. Ask them to read it through, then to read it to you aloud. Then ask them to test you on your understanding, by asking you questions.

If you prefer to work alone, record a speech programme of about 6 minutes from the TV or radio. Write down as much as you can remember. Then play your recording back, and see what you recalled, and what you missed.

How did you get on?

If you took notes, you will find your concentration lasts longer. Did you find it difficult to concentrate without visual reinforcements? Did you start well, and then lose interest? Did you miss key points? Did you summarise well?

Listening is different from hearing- it requires active participation and considerable effort. However, it is a skill which, with practice, you can sharpen, and which will reward your efforts in increased sales.

Hot tip! Develop your listening skills, by recording the news, repeating the exercise and taking as many notes as possible. Then play back the tape to see what you have picked up and what you have missed.



Check your personal listening ability here, with this test:

Exercise C

Time guide: 5 min.

Do you:

- Sit/stand still when a customer is talking to you on the phone
- Sound interested and enthusiastic
- Concentrate on what is being said and avoid distractions
- Make listening noises (e.g. 'um', 'yes') and nod your head
- Ask open questions to find out more
- Keep cool so that you can think carefully
- Make sure that you don't interrupt
- Summarise what the customer has said when they have finished speaking
- Take notes to help you recall the situation later
- Use the person's name, politely

Check your results:

If you answered "YES" to 8 or more - well done, you are a good listener.

5-7 You hear most of what is said, but you also miss a lot. Think about what you are missing.

0-5 Ooops - Think about what happens, read this Unit again and try the test afterwards. You can only get better.

As you can see, telemarketing is not simply the use of the phone, without thought. Every word has to be carefully chosen, and concentration levels need to be very high when listening.



You have worked hard- you deserve a break now!



Assessment to Unit 3

- 1 Describe the difference between Open and Closed questions:

2. “You should spend _____ % of your time talking, and _____ % listening”.

3. What does the acronym SPIN stand for?

4. Describe 3 types of “offer” you can use:

5. List at least 10 positive words.

6. How can you develop your listening skills?



Unit 4 Recognising objections

Preparing and handling objections

When a potential customer reacts to your proposition or questions with a question of his own, it could be an objection, or a buying signal. Objections can often put off the inexperienced telemarketing person for life!

However, in this Unit we are going to see that avoiding the issue is counter-productive, while planning and preparing for objections can help us win that sale.

Exercise A min.

Time guide: 3

Why do you think customers raise objections?

You may have suggested that it is because they are interested, they want to see if you only have a script, or can work using your own initiative. They may be checking to see how much you know, or they may be genuinely interested in your product/service, and want to know more.

The best way to handle objections is to think what they could be, and prepare well phrased answers for as many as possible. If you work in a group, these can be shared with your colleagues.

Typical objections include:

- Price
- Time
- Package
- Hassle
- Decision maker

Here are some objections we have encountered:

- 1) “We don’t need any more training at the moment”



The key words are “at the moment”. Your response should be “then, may I ask, Mr Smith, when do you review your training needs?” Wait for reply, then continue, “Can I send you our information anyway, so that you can see what we do. And perhaps I can call you nearer the time when you are about to review?” Very few people will say no.

2) “We already have a supplier”

Your reply might be ‘well I’m very pleased to hear that Mr Jones, and I know that if you are working well with him you probably don’t really need anybody else at the moment. But if at any future time you would like another quote for comparison, then I would hope that you would come to us, may I send you our details?’

3) “Not doing anything for a couple of months”.

Reply: “That’s the best time to talk to us, Mr Jones, before you commit to any investment which might be inappropriate and cost you money’.

Buying signals

There are situations where it sounds like an objection, when in fact it’s really a buying signal.

- The listener says “I am very busy right now” - what he’s really saying is he wants to talk to you but not right now; you reply “When would be a good time to contact you Mr Jones - Tuesday p.m. or Thursday am”.
- “Well I’d need to talk to my colleagues”. That’s great, Mr Jones. I can send you some information to give to them which they will find helpful”
- “We are going to review it all in 6 months anyway”. Say you’ll phone back in about 5 months to check if they need any help, and ask more open questions to check on their perceived needs, so that you can be ready - make a diary note.
- That sounds very complicated”. “It isn’t really, Mr Smith; we take away the hassle, and leave you free to concentrate on your business.”
- Using his knowledge to test yours - this does happen. Your reply would be “I’ve not had the full technical training Mr Smith but I know that our sales manager will be able to answer your questions. I can make an appointment for him to come and see you and you can ask him that/other technical questions which he is very well equipped to answer”.
- “Not interested in product X, but what else do you do?” This is a very good buying signal - they are trying to find out other information - you have already established a relationship with them and they now want to find out other information about what other products you have. The reply is “We offer a tailored service. Can you tell me a



bit about a particular application, then I can suggest our best product”. So you now have a dialogue going.

Don’t make false promises - if you need to ring back, make sure you do so at the time you said, even if you’ve not been able to sort out the problem.

Sometimes it is important to probe for hidden objections. These are where the customer is not telling you what his objection is, but you can tell there is something that is stopping him from booking the appointment/buying the product. Telemarketing professionals recognise this situation, and probe using open questions, raising the issue yourself, or the “IF - then” approach.

For example, you could say:

“In what circumstances do you think this product/service would be most useful to your company, Mr Brown?”

“I know you are concerned about delivery, can I take a minute to explain our new approach, which customers have found particularly useful?”

“If I can satisfy you on the qualifications of our engineers, then will you let our Technical Director visit you to discuss how we can help?”

And if you don’t know the answer, rephrase it and turn it back to him.-

“That’s a very good point, Mr Green. We are certainly going to have to satisfy your specific requirements on that point. Let me just check with our IT director, and I’ll call you back with an answer. How late will you be in the office today?”

Think of objections as someone saying, “I would be interested, if only.....” and prepare answers based on the possible if onlys.

Make sure that the customer is comparing like with like, when he says, “But I can get it down the road at 20% less”. In this situation, you must go through the product/service point by point, to check that they are comparable, and match his needs.

And finally, it is bad business, as well as bad manners, to directly knock the competition. You should know about the competition, and its products/service, and highlight where yours are better than theirs. (See Advantages in Unit 2)



Exercise B

Time guide: 20 min.

Now it is your turn. You can only learn about dealing with objections and recognising buying signals if you think of them in advance of the customer, and plan how you are going to respond.

Write down typical objections you may encounter, and the way you propose to deal with each.

Objection	Overcome by:
1.	
2.	
3.	
4.	
5.	



Exercise C - Buying Signals

Time guide: 30 min.

List here 5 buying signals you might hear, and how you would respond.

Signal	Response
--------	----------

1.	
----	--

2.	
----	--

3.	
----	--

4.	
----	--

5.	
----	--

Dealing with objections assertively

Sometimes, we find dealing with objections difficult, because we take the "rejection" personally. This section looks at what assertiveness is, and how we can develop it to help us deal with objections.

What is assertiveness?

"Behaviour which helps us to communicate clearly and confidently our needs, wants and feelings to other people without abusing their human rights".

Gael Lindenfield

Assertive behaviour starts when:

- a) We decide what we want
- b) We decide if it is fair
- c) We ask clearly for it
- d) We are not afraid of taking risks
- e) We are calm and relaxed
- f) We express our feelings openly
- g) We give and take compliments easily
- h) We give and take fair criticism



Being assertive means:

- Thinking about your personal needs and wants
- Saying 'no' when someone asks you to do something you would rather not do
- Asking for what you want, rather than taking the standard offer
- In business, forcing decisions to be made on personal grounds as well as rational grounds. Very often, business decisions are made on a logical basis, which does not take the personal needs of the parties into consideration
- Taking the initiative when there are decisions to be made
- Not automatically going along with suggestions which others make
- Giving yourself permission to change your mind

In summary being assertive means **having respect for yourself and those around you** - whether or not you agree with their opinions. Sometimes it may involve compromise or negotiation to achieve a solution where everyone wins.

What is the difference between Aggression, Passivity and Assertion?

As human beings, we are programmed for flight (passivity) or fight (aggression). However, as our cave dweller ancestors started to get together and form relationships in communities, they developed skills through discussion, argument and negotiation. These tools enable us to communicate with others successfully. Increasingly aggression and passive behaviour are less socially unacceptable, and can be disguised. However, if we think about what is happening, we can soon recognise the different behaviours.

The Three Behaviours

Aggressive	Passive	Assertive
Non-verbal Signals:		
Shouting	Whining voice	Calm and controlled voice
Loud voice	Clenched, wringing hands	Relaxed posture
Pointing finger	Shuffling feet	Direct eye contact
Folded Arms Still posture	Downcast eyes Stoop	Upright



Key Words and Sentences - Used with the appropriate non-verbal behaviour

You'd better	Maybe	I
... If you don't	I guess	I think
Watch out	I wonder	I feel
Come on	Would you mind very much if...	I want
Should	Sorry ... sorry .. sorry	Let's
Bad	Excuse me, please	How can we resolve this?
Stupid!	But	What do you think?
You!	You know	What do you see?

Being assertive means being your own best friend. Not everyone in the world will be nice to you, not everyone in the world will like you. You won't like everyone else in the world. Being assertive means being able to recognise when you are being abused or put down, and cope better with unfair criticism and exploitation.

The process of becoming more assertive is in 5 parts:

1. Understanding ourselves, our own attitudes and feelings
2. Dealing with the outside world
3. Developing the habit of positive thinking and making it a habit
4. Creating the appearance of confidence
5. Applying assertive communication techniques

Think how you can practise these skills on a regular basis.



Well done, you deserve a

break now!

Assessment to Unit 4

Use this assessment to check how much you have learned so far.

1. Give 5 typical objections:

1. _____
2. _____
3. _____
4. _____
5. _____

2. When does assertive behaviour start?

3. What are the 3 types of behaviour?

4. What are the 5 parts in the process of being more assertive?

1. _____
2. _____
3. _____
4. _____
5. _____



Unit 5 Closing the call

Successful closing should be the continuation of the processes we have dealt with so far. If you have set the scene, asked the right questions, processed the information given in reply to those questions, and dealt with any objections, you should now be ready to close.

What do we mean by closing?

By “close”, we mean:

- Asking for the order
 - Booking the appointment
 - Agreeing the next course of action
 - Obtaining a decision
 - Agreeing to call back within an agreed period
- in fact any distinct action which results in the achievement of your objective.

The human factor

Many telemarketing people try to avoid this stage, as they feel uncomfortable. At this stage, they think, they can be measured; their work comes to something, or nothing. They can take the rejection, which we covered in Unit 4, very personally.

However, there are ways to prepare for closing which will remove this feeling of awkwardness.

- 1) Timing. Telemarketing success can very often be down to timing. If you call somebody when they are ready to buy, you will get an appointment/sale. There is no absolute way to recognise when this stage is happening, but if you haven't bought a ticket, you can't win the lottery. If you know this, you will be better able to handle the numbers you have to move through to hit the right timing for your customers.
- 2) Be detached. If they are not going to buy/book the appointment, it is not you they are rejecting, it is the proposition. This could be for many reasons- they have no budget, they are not ready, or there may be some financial sacrifice they are unwilling to make.
- 3) Re-confirm in your own mind the benefits of what you are selling. If you don't believe it, the customer will know.
- 4) It's his decision. You may have proceeded well, but if he is not ready, you can't force him to buy. It is about participation, not manipulation.



- 5) Be persistent. You may need to rephrase benefits, call back several times, or speak to 5 people within the organisation. Many telemarketing people give up too soon- don't be one of them!

Anti-closing methods

1. Talking too much. Many telesales people talk themselves into a sale, then talk themselves right out of it, often through nervousness.
2. Not listening. Take your cue from the customer, and listen- is it another objection, a buying signal?
3. Not giving proof that the appointment/purchase will provide real benefits, as perceived in the customer's terms (not yours)
4. Not getting agreement at each stage.
5. Not understanding the customer's fear of committing himself, even to an appointment.
6. Letting the moment slip

If you are aware of the progress of the call as you go along, you will become better able to pick the right moment to make that sale. This skill is often thought of as a telemarketing "natural" talent- but as you can see, it can be learned.

The closing process

You decide when and why to close, but make sure these relate to the customer's needs, as well as yours.

Close when the customer wants to buy, not when you want to sell.

Expect to close at least twice- the more you try, the more chance you will have of succeeding.

The best time to close is when you have successfully dealt with an objection.

Put some urgency into the process, by encouraging the customer to make a decision now, or he may miss an opportunity.

Be ready to factor in the negotiating points you can use to close the sale.



Recognising a close

Your goal is to get the customer to say:

“Yes, I’ll see you

“Yes, please send me details

“Yes, I’ll explain what I need you to put in your proposal

“Yes, let’s talk again in 3 months”

Types of close

As you become more experienced, you will develop your own favourite type of close, depending on the conversation up to that point. Here are some useful examples of different types of close:

- **The Confirming Close** – when you confirm what you have agreed.

“Well thank you very much for your time Mr Smith, I’ll make sure that I’ve got a brochure in the post together with a firm quotation”.

- **The Assumptive Close** – you have reached a reasonable stage of agreement, you think he/she will be ready to proceed, and you speak as though he/she has said they want to see your Mr Jones.

“Thank you very much for your time Mr Smith. –“ I think the next stage would probably be better if we arranged for our Mr Jones to come and talk to you, because he knows much more about the technical aspects, and he can work out some competitive prices with you. Why don’t I arrange for him to come and see you?”

- **The Alternative Close** - By giving the customer a choice of 2 days/times, you are inviting him to choose one or the other. You are diverting him away from the idea that the choice is appointment/no appointment. This removes the option to decide not to have any appointment at all.

“Would you prefer Tuesday morning or Friday afternoon, Mr Jones?” “Would you prefer 10.am or 11.30 am?”

The Add-On Close - Only use this once you have made the appointment or completed the sale. While the Add-on sale is useful, it can also lose you the main sale. However, if you have established good rapport, you could plan what add-ons you might be able to offer.

“Thank you for your order, Miss Peters. It will be despatched today, and should reach you within 48 hours. Now, while I’m talking to you, can I just tell you about a special offer we have on packs of 3 T-shirts”.



It gives them a chance to think about what other things they might be looking for.

The direct request - if all is going well, just ask for the order.

“I can see that you need to talk to our Mr Smith about this one. Can I book you in for an appointment at 3.30 on Tuesday 14th?”

Confirm what happens next

Having got agreement, you need to confirm what happens next.

“I’ll call you again in 5 months”

“Mr Jones will be coming to see you on Tuesday 23”

“I’ll put a brochure in the post today”.

“I’ll write to you and confirm this appointment today”

STOP! You haven’t finished! The important thing is not to hang up first. They may have a last minute question that you might miss. It’s only one chance in a hundred but this is a numbers business, and every time you hang up first, you miss that chance.

Confirm the appointment

Here is a sample letter/email you could use to confirm the appointment- adapt it as you wish:

Dear (name)

Thank you for taking the time to talk to me today, when we discussed how ABC Telemarketing could help you win more customers, and grow your business.

As we agreed, I have arranged for our Senior Consultant, Sally White, to come to visit you in your Derby office on Thursday 23rd May at 2.30 p.m. I have enclosed/attached a copy of our brochure/a magazine article that appeared in Quality News, which you may like to read. If you have any questions in advance of the meeting, please call Sally personally on xxx
xxxxxxx .

Yours sincerely,



Exercise A - Closing

Time guide: 20 min.

Role play

You will need a friend to help you with this part, and a recording device. You can use this scenario or one you have made up. The purpose is to help you feel comfortable about closing. This requires practice, so you will need to do it a few times, until you are comfortable. Explain the scenario to your friend, and ask him/her to behave naturally.

Scenario:

You are making appointments for people to host a casual clothing party at home. You have been given some names, and you are phoning them. Benefits for the hostess include a social evening, chance to see and try on the clothes, competitions for guests to win prizes, and the hostess to make commission on sales, and further parties booked.

The conversation has gone well, your “hostess” is interested, and you now want to close.

Prepare a written close for each:

- a) confirming close
- b) assumption close
- c) alternative close
- d) add-on close

Then start the recorder, and begin the role play, as though you are half way through the call. It is often better if you position the chairs back to back. This will help to prevent the giggles, and make you work harder at putting more into your voice without giving visual clues.



How did you get on?

Check your progress with these questions.

Did you make the sale?

Which close did you use?

Why did you choose that one?

What was difficult?

When you played back the tape, what additional points did you hear?



Assessment to Unit 5

1 What do you understand by “closing a telemarketing call”?

2 List 3 ways you can prepare yourself for closing:

- a)
- b)
- c)

3 List 4 types of close, and give an example of each:

- a)
- b)
- c)
- d)

4 Who should hang up first?



Unit 6 Putting it all together

This final Unit also requires you to prepare and practice a full telemarketing call.

Targets

In order to measure how effectively we are working, it is vital to set targets, and measure your responses.

What were your targets for today?
Did you make 15 calls in an hour?
How many contacts did you make?
How many appointments/sales did you make?

You can make up your own Telephone Interview Record, based on the one shown below:

Phone number	Contact name	Time start / finish	Notes

Now check your targets against what you've done. Have you made your calls/contacts? If not, perhaps you know why not. Look at each stage of the process, and consider what you could have done better.

What information have you been gathering from people during the day?

Names of prospects/other decision makers
Good times to phone
Likely needs/short term, long term
Financial year-end
Locations of associated companies
Which competitor is in place?
Which benefits they really need?

If you are using a computer system, you can record this information. This will give you a head start when you phone again. You can use the computer calendar system to remind you



to phone at the most profitable time/date, remember when he/she is going on holiday, so you can ask how the holiday was, feed back benefits which match his/her stated needs.

Stamina

Telemarketing is not for the faint-hearted. You might have made 40 calls today, and this is your 41st, may be tired/fed up/desperate for another cup of tea, but remember that you are making a first impression on the next person being called. You want them to be enthusiastic because you are enthusiastic.

Hot tip! To keep your enthusiasm going, paint a word picture for yourself about something you like doing, away from work, for example, enjoying a meal with friends on a warm sunny day in the garden, taking the dog for a walk along a favourite beach. Keep it handy, and just glance through it, or go through it in your head, and your enthusiasm for that will be transferred to your enthusiasm for the next call.

This creates a good impression of an efficient business.

Reviewing the process

Exercise A

Time guide: 3 min.

Write down the following steps in the correct order of the telemarketing process.

1. Building a case
2. Dealing with objections
3. Preparation
4. Opening
5. Establishing needs
6. Active closing
7. Listening for signals



Developing your own prompt notes

Use this to help you ensure you have all the information you need before you pick up the phone.

Company Name: (your client)

What do they do?

What product/service will you be selling?

Who will you be phoning? (Type of company, job title of potential customer, existing customers)

What other information do you need to prepare for these calls?

What are your targets?

When will you start?

Write down 3 benefit statements here:

- 1.
- 2.
- 3.

Write down here 2 ways you will use if necessary to get past the gatekeeper.

- 1.
- 2.

Write down your opening here: (remember, name, company name, purpose of call, first question).



Write down 4 OPEN questions you will use, in the SPIN format

- 1.
- 2.
- 3.
- 4.

Write down 4 CLOSED questions where the answer is YES

- 1.
- 2.
- 3.
- 4.

Have you warmed up your voice, and prepared to speak more slowly?

Check your questions above, and count how many positive words are included. If less than 10 in total, revise your questions to include at least 10.

Take 30 seconds to think about listening. Are you ready to listen?

List 5 objections you think you might encounter, and how you will overcome them.

- 1.
- 2.
- 3.
- 4.
- 5.



List 3 buying signals you would like to hear:

- 1.
- 2.
- 3.

What will you remind yourself of as you prepare to close?

List 3 closes you could use:

- 1.
- 2.
- 3.

What follow-up will you do?

Will I remember to hang up last?



Well done – you deserve a break

now!



Assessment to Unit 6

Use this assessment to check how much you have learned so far.

1. To measure effective working, set 4 personal targets:

1. _____
2. _____
3. _____
4. _____

2. Write down, in the correct order, the 7 steps in the telemarketing process:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____



PERSONAL ACTION PLAN

Now prepare your own personal action plan to help you develop your skills.

Telemarketing is a skill, and as with most skills, nothing succeeds like practice, so be sure to get in lots of practice.

There are no set answers to this Plan- everyone is different. We have given you some points, which you might like to consider, but if there are areas which you know you would like to work on, please add them in the space provided.

Look at your Plan every 3 months, and consider your progress.

Name: _____

Date: _____

I will always say..... when starting my call.

I will speak positively by:

I will find out more about the company/its products/its competitors by:

I will set myself realistic targets and monitor my results. My first targets are:

I will handle objections by:



I will improve my closing technique by:

I will measure and monitor my results by:

Other areas for development:



Congratulations!
You have now completed the
Insight into Telemarketing Course

How to obtain your certificate

If you have completed this course, please send a copy of:

- a) Your completed Unit Assessments
- b) Your Personal Action Plan

together with your name and address,

To: The Assessment Centre
I-Marketing Services Ltd
10 Valiant Way
Christchurch
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Our assessors will check the standard of your work and if satisfactory, an I-Marketing Services Certificate will be issued.

