



WAG

**A SHORT SERIES OF
#TOPTIPSBYWAG**

8 GREAT ATTRIBUTES OF A GOOD TELEMARKETER

1 LISTENING SKILLS

This can also be called active listening. The best salespeople are great listeners, they hear what a customer's situation is and how to match their needs by asking probing questions.

#LISTENINGSKILLS

#PROBINGQUESTIONS



"SMILE
WHILE YOU
DIAL!"

2 COMMUNICATION

When engaging on a telemarketing call, both parties are only able to hone in and use one of their five senses: hearing. A great telemarketer will speak clearly, concisely and professionally at all times. Remember this is the only chance you get to make a good 1st impression for your company!

#FIRSTIMPRESSIONS

#SMILEWHENYOU DIAL

3 PRODUCT KNOWLEDGE

This is all down to confidence. Having the confidence to speak to customers (building rapport) and knowing, no matter what questions they ask, how to answer them.

Confidence comes across in your voice through tone and pitch and gives the right impression that you are passionate and believe in your product. Even when you don't have the answer you can be confident enough to find out!

#PRODUCTKNOWLEDGE #CONFIDENCE

4 INTELLIGENCE

By this we don't mean formal qualifications, degrees or letters after your name. Our experience tells us the best performers have had no telemarketing experience before; however, they have life experience and bucket loads of common sense.

Personalities who are naturally inquisitive or enjoy a good gossip can show plenty of the required intellect to have meaningful conversations with decision makers.

#INTELLIGENTMARKETING #PERFORMANCE



5

TARGET DRIVEN



It helps tremendously if you enjoy working in a results-based environment and get a 'buzz' from meeting or exceeding targets.

Excellent time keeping, organisational skills and personal enthusiasm play a part in helping to meet targets together with natural sales skills. We've used a treat, break or ringing a bell to motivate the 'buzz'.

#TARGETS

#RESULTS

6

SELF-MOTIVATED

- **Self Starter** - being responsible in reaching individual targets
- **Support** - everyone is in the same boat and needs to achieve
- **Team Player** - putting the extra in when the team needs to reach target

#SELFMOTIVATION

#TEAMWORK

7 HONESTY IS THE BEST POLICY

Never mis-represent your business.
You will get found out!

The best telemarketers never have to lie to gain
a commitment to meet their targets.

They rely on their brief, sales ability and product
knowledge - the rest is about having a real
conversation.



#HONESTY #CONVERSATIONS

8 COMMITMENT



Be on time, never give up when targets feel
tough, find new ways, offer new services.

Be the best version of you!

Finding solutions, supporting the customer and
your team.

#COMMITMENT #NEVERGIVEUP



*FIND YOUR
INSPIRATION*

IN EVERYDAY LIFE
As an individual and as a team player.

IN NETWORKING
Be ready to help in any way you can

IN YOUR IMAGINATION
Remember to be yourself when
speaking to anyone - they can tell if
you're not feeling confident

IN THE FUTURE
Plan who you want to work with and
aim to reach out to them

IMPORTANT POINTS
DONT FORGET!



VISUALISE YOUR IDEA



THINK OF A PLAN



MAP IT OUT

QUESTIONS TO ASK YOURSELF

- **WHY ARE YOU DOING THIS?**

Making calls is just like networking - it's a tool to be able to get in front of the right people

- **WHAT SETS YOU APART?**

Be the person willing to listen to their needs before you educate them on your services

- **WHAT WOULD YOU LIKE TO ACHIEVE?**

Turn your telephone calls into paying customers

STEPS IN DEVELOPING YOUR VOICE

LOOK AT YOUR EXISTING PROCESS
Identify what works & what doesn't

FIND THE COMMON FACTORS
Existing customer types are great resource to identify new customers

EDIT YOUR SERVICES
Keep your offering simple
& straight forward

WHO IS WAG?



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