



WAG

**A SHORT SERIES OF
#TOPTIPSBYWAG**

8 THINGS TO DO BEFORE YOU PICK UP THE PHONE

1 WATER

Talking is thirsty work!

Make sure you have plenty at your workstation to stay hydrated, and stay in the zone.

#WATER #STAYHYDRATED



2 STATIONARY

Got to love pen and paper when you're on the phone to take notes. It can be difficult to type and talk at the same time whilst still sounding like you are listening. Keep your brief handy just in case you need help staying on track.

#PENANDPAPER #STATIONARY

3 LEADS

Having sufficient data to call is important.

Prepare at least 10 customers to call for every hour you plan on making calls.

This will give you time to send a personal email to support your call.

#LEADS #BEPREPARED

4 CALENDAR



Make sure everyone involved with the campaign has updated their diary to give you real time availability. No-one wants to go back to a customer to re-arrange. The calendar will be important to make note of when to try again if you are unable to capture the customer that day. It is always a good idea to ask when they will be in the office and to try at this time.

#STAYORGANISED #CALENDAR

5 PRODUCT KNOWLEDGE



Brochures relating to the product or service offering should be in a prominent place on your desk for you to be able to remind you of any features, advantages or benefits.

A technical question should not hinder a conversation; however, it is not always possible to remember every detail, but a brochure will hold the key.

#PRODUCTKNOWLEDGE #PREPAREDFORANYQUESTION

6 DO NOT DISTURB

- **Stay Focused** - avoid interruptions so you can commit to making the calls
- **Stay in the zone** - it can take 15 minutes to gather your momentum back
- **Dedicated Attention** - you will be able to actively listen without distractions giving the customer your full attention

#DONOTDISTURB #INTHEZONE

7 KNOW YOUR TARGET



Have in mind what you want to achieve from the call session you are about to commit to. **Be realistic.**

A stretch target that will challenge you, but not something too hard that it's unachievable.

Make your target visible. Make a note of how many customers you speak to directly. Is it 1 in 10? 3 in 10? This will help you know how many call sessions you will need to factor into your schedule to achieve the target.

#TARGETS #ACHIEVEMENTS

8 MOTIVATOR

What will keep you going to finish your schedule? Hitting a target is satisfying but a reward is better.

How will you reward yourself?

Ring a bell? Chocolate bar? New tie? You decide!

#MOTIVATION #REWARDYOURSELF

*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?



wendy@wagassociates.com



01543 472 872

07977 9955654



The WAG works,
Rear of 9 Raven Road,
Yoxall
De13 8PY



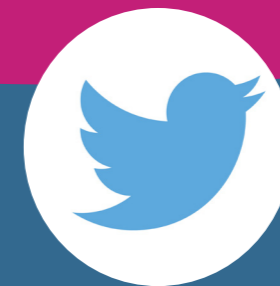
WENDY HARRIS
Chief WAG



MAUD
Deputy WAG



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