



WAG

**A SHORT SERIES OF
#TOPTIPSBYWAG**

8 GREAT MISTAKES TO AVOID AS A TELEMARKETER

1 DON'T FORGET RAPPORT

Without a doubt, rapport is the most important part of any sales call and it is also the most difficult to perfect. There is always the odd exception, but generally people will not buy from you if they don't like you.

Lets use an example where you have a pushy telemarketing person on the phone who makes you feel pressurised by launching straight into a script as to why you should listen to them. Do you switch off? I do.

Compare this to the telemarketer that says hello and introduces where they are calling from, what they do and immediately asking the customer how they do this now, saying all of this with a smile on their face. Which one would you speak to? By building rapport you're showing an interest in the customer and their reasons to buy. Do this by using intellegent questions, letting the customer talk and listening to their answers. Developing a good flow of responses between you and the customer shows you are building rapport.

#BUILDRAPPORT #WORKTOGETHER

2 DON'T GIVE UP AT THE 1ST OBJECTION

An objection is an obstacle that the customer puts in front of you. The most common one is to be asked to send them some more information and is a tactic to get you off the telephone. This objection is where a great telemarketer can really get to work by asking them what specific information is of interest to them, it is possible to then send them more detailed information that is suited to their needs.

This first objection is in fact an opportunity to help the customer overcome an obstacle and to talk about their situation allowing the conversation to continue to flow.

#OBJECTIONS

#TACTICS

3 NOT CLOSING

This is probably the easiest part of the sales cycle. This is just asking for the sale or appointment. It is a case of saying, do you want it: do you want to proceed? New telemarketing consultants perfect the presentation, but then struggle when asking for the business. When listening to new telemarketers I can hear that the prospect is giving all the right signals, and then instead of going in for the close, they give another benefit and carry on talking.

Sometimes the prospect is ready to do business straight away, and the newbie cannot believe it, so they carry on and then confuse the prospect that then takes the easy way out and says no, or to think about it.

ABC - Always Be Closing throughout the presentation, not just at the end. You can save a lot of time and effort for both parties.

#ABC

#CLOSING

4 YOU'RE NOT LISTENING

When listening to newbie conversations it can make me cringe when they get too concerned with telling the prospect all about the product, and when the customer asks a question that's not in the script or in the order they're expecting, they ignore the question and carry on with the presentation.

By listening, you will be getting lots of hints on how to mould your products or services around their needs and questioning.

Also, they will be giving you lots of buying signals and if you're not listening, you will miss them.

#LISTENING

#BUYINGSIGNALS



5 DON'T READ A SCRIPT WORD FOR WORD



There is nothing more off-putting than receiving a cold call and hearing them read a script word for word. Even if it is the best product on the market and your customer could do with it, doing this can lose the sale immediately.

WAG works on a brief, not a script, to keep the conversation on track and cover the important points needed on the call.

#SCRIPTS #BRIEF

6 DON'T BE RUDE

- **Manners Matter** - Reception staff are the way to the decision maker and will protect their team
 - **You'll be remembered** - play by the rules and they will help you up on your follow up calls
 - **Ask for help** - the gatekeeper will know the best course of action so ask what it is
- #RECEPTION #GATEKEEPER

7 DON'T FAIL TO PREPARE

On a mental and physical level. Mentally you need to plan who you're going to call that day, research the business and set goals to achieve. Physically you need to be comfortable at your desk with all you need to hand when on the call. Notice your tone of voice and mood. Prepare for a set number of calls to be completed before you take a break.



#BEHUMAN #BREAKTHEMOULD

8

DON'T OVERLOAD THE LITERATURE

Being asked to send a brochure can be a waste of time and money, especially if you're being fobbed off. Qualify what information is most important to them and when this area will become a priority.

Create an accountable audit trail

There's often periods of time passing between contact. Do use the email option to stay in their focus to gain attention in readiness for your call.

*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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