



WAG

**A SHORT SERIES OF
#TOPTIPSBYWAG**

8 REASONS WHY A BRIEF IS IMPORTANT

1 THE QUESTIONS

A well written brief will include open and closed questions designed to get the answers you require, and should include a strong opening statement, ways to overcome objections and trial closes. Our favourite opening statement is to ask them how they do things now.

#OPENSTATEMENT #PROBINGQUESTIONS



QUEEN OF MAKING CONVERSATION

2 SOUND PROFESSIONAL

The brief will make the telemarketer sound more professional because it is well researched and well written.

#SOUNDGREAT #PROFESSIONAL



3

ACCURACY

Having a great brief ensures the information being imparted is accurate and correct.

Your business is being well represented and you have control over the conversations.

#ACCURACY #CONTROL

4

LOGICAL ORDER

All the information is in a logical order - there is no missing one point or key information.

Ever put the phone down and realised you'd forgotten to ask for one key piece of information? If this happens the simplest rule is to call them back straight away without delay, this will show them how much you care.

#LOGICALORDER

#NEVERMISSATRICK



5 STAY IN CONTROL



The brief will allow the telemarketer to stay in control of the conversation even when you're asked a question. Any brief should be key points that can be covered in multiple variations. It will be a guide to ensure you don't have any awkward silences or rustling of paper while you find an answer. Ideally, it should all be in your head!

#TARGETS

#RESULTS

6 FLOW

- **Conversation flows** - knowing what you have to ask and what information to gather keeps the conversation flowing
- **Desired result** - improve your chances of the desired result by holding a natural conversation
- **Remain in control** - understanding their circumstances means you can stay in control of where to lead the conversation

#CONVERSATIONALMARKETING

#FLOW

7 ELIMINATE MISTAKES

A good telemarketer will build rapport with the customer talking about what is of interest to them, but the brief will always be nearby to help you know what stage of the conversation you are at.



#MISTAKES #STAYONTRACK

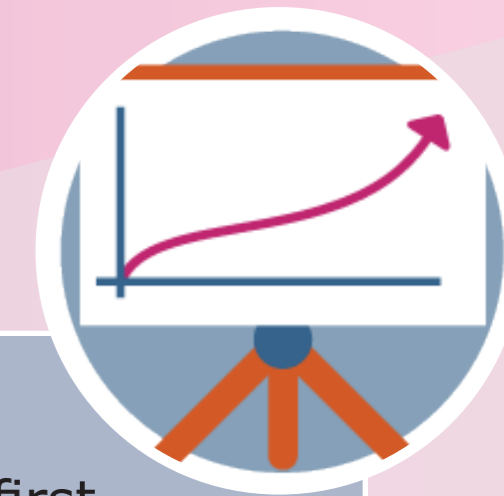
8 PROVEN

Be the difference to put the customer first.

Be sure the offer matches

By targeting well researched customers it will be a good match.

#CUSTOMERFIRST #CUSTOMERRESEARCH



*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
DON'T 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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