

10 Keys to Success in Phoning

1. Speed dial 30 dials an hour. Track this each time you dial – broken up by hour.
2. Develop the attitude: “I’m not responsible for other people’s feelings.”
3. Act as if your time is limited and valuable.
4. Nothing is personal. All is “sort.” You are simply sorting those that will from those that won’t.
5. Utilize the prospect’s competitors and friends.
6. Keep focused only on setting the sales interview.
7. Set up a “tentative time.”
8. With each dial you are increasing your power in setting appointments. Soon you will have many people to call back and appointments to reschedule and will set more and more appointments per day.
9. Read slowly with great confidence.
10. Tell them “I’m sure you will find this to be one of the most interesting interviews you will have had in a long time.”