

Sales Appointment Training

Presented

By

Stephen Craine

www.Provensalestraining.com

*‘Learn how to know what to do and say at every
stage of a Sales Appointment cold call.’*

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The Process for Creating Successful Calls

The training in this eBook will show you the proven process I've used to train thousands of sales people and appointment makers on how to create successful sales appointment calls.

The process starts with the complete call broken down into stages.



1. The Introduction Stage where you tell the prospect who you are and why you are phoning them.
2. The Motivator Stage that gives them a reason to answer your questions.
3. The Qualifying Stage where you ask questions that qualify the prospect as someone you want to meet with.
4. Gaining Agreement Stage, the close, where you get the prospect to agree to a meeting with you.

The next step is to look at the separate parts of each of the 4 stages of the call.

Once you have the separate parts of each stage you look at what you want the parts to achieve for you, what your objective is at that point in the call. Only then should you start to add the words and sales techniques that you will use to your appointment call process.

We're going to start with the Introduction Stage of your appointment call.

We'll look at the separate parts of the Introduction Stage, the objectives of each part, the techniques to use, and finally I'll help you to select the words and phrases to add.

By creating your call following this proven process you will create a call script that is in your own words and phrases, with clear objectives to keep you on track, and you'll know what to say and do at all times on your call.

Using this proven process will result in clear and confident sales appointment calls that you will enjoy making and that will convert to meetings with prospects.

Ready to start investing in yourself...

The Introduction Stage

You've been put through to the buyer and they've answered the phone, and now it's your turn to speak. So what do you say?

What are those first all important words that will start the Introduction Stage of your call?

Before we start creating a script for what you will say let's take a look at a breakdown of what should be included in your sales appointment call Introduction Stage. Then we can agree on what you want to communicate to your prospect, and what you want to achieve, at each step within the sales appointment Introduction Stage.

Here's an effective structure of a sales appointment cold call Introduction Stage:

The Introduction Stage

You – Your Name, Position, Title, Specialization.

The company – Name, Group Name.

About the company – A general description and a feature that could have benefit.

The reason for the call - A potential benefit to the prospect.

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Now we've got a structure for our Introduction we know what information we want to communicate to our prospect, and what we want to achieve at each step.

Remember you are on the phone, not face to face. You only have your words and your voice to communicate. You want to make sure that every word has a purpose and that you include everything that will work towards gaining an appointment that could lead to a sale.

Your name – Are you important?

You're talking to the person you believe is a decision maker and not a gatekeeper. Now it's time to introduce you and your company to your prospect in a way that will give it the right level of importance.

Let's start with telling the prospect your name...

How Do You Tell The Buyer Your Name?

There are several ways to tell a prospect who you are and each one can have a different impact on them.

On the next slide there are 4 different examples of ways you can announce your name to the buyer. The remarks next to each one are only my opinions. It's up to you to try out each one, and any more that you can think of, to find the one that's right for you, your prospects, and the image that you want to project.

Announcing Your Name

My name is.....	Used by Telesales callers and can sound weak.
It's Stephen Craine	Good if you've previously spoken to the person.
I am.....	Can sound pretentious. I only use if I am certain I have a great sales offer.
This is	Sounds strong and important. My personal favorite.

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As well as choosing the way to introduce your name, you also have to decide if you will use both your first and surname or just your first name. This is more a decision for Direct Sales (B2C) as you should use both names for business sales calls. (B2B)

Just your first name sounds friendly, informal, and can be used to put you and the prospect on the same level. Negatives are that it does weaken your status. Think about the difference in how your bank manager would introduce them self to you and how the cashier would tell you their name.

Your Position and Qualifications

If you have a position in your company, or a recognized qualification, that could add positive support to your call Introduction Stage then consider using it. Use it to build rapport with the buyer based on a common interest, prove your expertise in your field, and as well as impressing the buyer it will also make them remember you. It could be the key factor that makes you stand out from other sales callers.

But remember, if it doesn't add something to your call don't use it.

Now you will introduce your company in a way that keeps, and builds on, the buyer's attention...

Introducing Your Company

Many sales people just say they are calling from..., and then give the name of their company.

Put yourself in the listener's position, a line that just uses your company name will mean nothing to your prospect unless they know the company you are from. It's a wasted line, a wasted opportunity, and there is so much more that you could do to add something positive to your Introduction of your company.

There are positive features about your company that you can use in your introduction that could deliver benefits to your prospect. The important point is that they must be positive from a buyer's viewpoint, and you must state the benefits of the features to the buyer, not just the features.

Take a look at the next slide and consider the 3 ways a confidential waste paper shredding company could be introduced.

Introducing your Company

Examples: I'm calling from...

1. Security Shredders Ltd
2. Security Shredders Ltd, we supply on site secure paper shredding services.
3. Security Shredders Ltd, we supply secure paper shredding services that give you certified proof that no confidential information can ever be seen by anyone outside of your offices.

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Example No1

This is just the name of the company. How interesting is this to the buyer at the other end of the phone? Does it grab their attention? No, it means very little to them and it won't be very memorable. It tells them very little about your company other than you are called 'Security Shredders.' This may mean nothing to the listener.

If your company has a name that doesn't include a reference to what you do then it tells them even less. This is a wasted line, and every line must add something positive to the call. So unless you work for a well-known brand that prospects instantly recognize don't use just this line of introduction.

Example No2

On the slide is the company name plus a feature of the company's services.

This tells the buyer about something you do, a feature of your business, but nothing about what that feature could do for them, the benefit.

You may start to get their attention if they relate the feature to how it could be of benefit to them. But as it is, this company introduction only gives the prospect a feature of the service it does not state what that feature will do for the them. It does not give the listener a potential benefit.

Example No3

No3 is the company name, followed by a feature of the service, and then the potential benefit of that feature to the prospect.

If secure paper shredding with proven confidentiality is of interest to the buyer the introduction has given them a reason to carry on listening. This is only the second line of the Introduction and already a possible benefit the buyer could gain, if they carry on listening to the rest of the call, has been communicated.

When you introduce your company select a feature and a related benefit that you think will connect with your prospects, just like in example No3 above.

An Exercise to Build Your Company Introduction Line

Throughout the sales training I present, both online and in live presentations, I use exercises, like the one below, to create important lines or scripts. The exercises allow you to build sentences from smaller elements and make the lines you create specific to you, your products and services, and your prospects.

Complete the exercise below by:

1. Selecting a feature of your company that you want to include in your Introduction Stage.
2. Add the potential benefit to the prospect of that feature.
3. Put the two together in a complete line to introduce your company to the prospect.

When you're done go back to the last slide and look at example No3 to check if the format of the line you have created is the same.

Exercise

Create a Company Introduction Line

Company feature:

Benefit to the prospect:

Company introduction line:

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When you've completed the exercise above you should have the following parts of your sales appointment call Introduction Stage:

The Introduction Stage

You – Your Name, Position, Title, Specialization.

The company – Name, Group Name.

About the company – A general description and a feature that could have benefit.

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The next step is to create the most important line of your sales appointment call, the reason why you're calling.

The Reason for the Call

The last part of the Introduction Stage of your call is the reason why you are calling the prospect.

For me this is the most important line of the whole call. It communicates to the prospect why they should listen to your call, and the potential benefits they could gain.

If you get this line wrong it doesn't matter how good you are at closing sales because you won't get to meet the prospect to sell to them.

So let's create for you a reason for calling prospects that will prevent early objections and rejections by showing them a potential benefit that they could gain.

To get us started consider these general reasons for calling:

- You have something new to show the prospect.
- There have been changes to the market, your products or services, or to legislation.
- Other people, similar to the prospect, have benefited from your products or services.

Another reason for your call could be that you don't want the prospect to miss out on an opportunity that others have benefited from. Here you are using 2 potential benefits to hook the buyer:

1. The potential benefits for the buyer are supported by the statement that others have received those benefits.
2. The buyer could miss out on benefits that others, possibly competitors, have received.

Another reason for calling may be that you are aware of issues the buyer is having with their current suppliers. You are there to help at a time they may need it.

A buyer always welcomes saving money, but if you are using this as a reason for your call make sure you can give those savings before you use it as a potential benefit. If you're unsure phrase it a different way such as, saying you might be able to offer a better value package than the one they currently get. If there is a way of giving more value, or being perceived by the customer as giving more value, then use that rather than reducing your incoming sales revenue.

The above examples should give you an understanding of the techniques we use on a reason for calling.

The examples are very general so on the next exercise we'll start to make them specific to your sales role. Remember, it's the benefits your products give that are most important to the prospect. The features are just a way to deliver the benefits.

Exercise to Identify Benefits and Features for Your Reason for Calling

For the next exercise write down as many benefits as you can come up with that would make the buyer want to keep listening to your call and eventually agree to meet with you.

These must be benefits that your sales offer could provide.

Which benefits will grab the prospect's interest and keep them listening to you?

When you've got a good list of benefits next add the features of your products and services that will provide those benefits.

Exercise	
Benefits the Buyer Will Want	Features That Will Provide the Benefits

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You've completed the exercise, and you have a list of benefits and features from which to select your reason for calling. Let's look at how you put together this most important line using your own words. Take a look at the following example to see how to put Features and Benefits together to form a reason for your call.

Example of a Benefit and Feature as a Reason for Calling

A Benefit and Feature as the Reason for the Call

Benefit wanted from the buyer's perspective:

Buying all the services they need from one supplier so there are greater discounts.

Feature that you can offer that will deliver the benefit:

A wide range of services, including services from partner companies, and all on one invoice.

Presented as the reason for the call:

The reason I'm phoning is that we are a major supplier of services to companies like yours, and we have the capability to supply all your requirements, which means you will get one invoice and all the benefits of our generous discounts.

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This simple technique of combining a benefit with a feature has many great uses in both sales and marketing.

Now it's your turn, let's create some reasons for calling that are specific to your prospect's needs.

Exercise

Following on from the above example complete the next exercise.

Choose a benefit. and a related feature that will deliver it, from the list that you created in the last exercise.

Then put them all together in one great reason for your call.

With all the exercises where you are creating a script, say it first verbally and see what it sounds like and then when you're happy with how it sounds write it down. You can also record it and play it back to make sure the call script sounds natural when you use it.

Exercise

A Benefit and Feature as the Reason for the Call

Step 1. A Benefit wanted from the buyer's perspective:

Step 2. Feature that you can offer that will deliver the benefit:

Step 3. Presented together as the reason for the call:

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Does your reason for calling sound good, does it give your prospect a potential benefit that will grab their attention?

Now you've got all the parts of your sales appointment call Introduction Stage and we can create a really effective introduction script that quickly communicates to the prospect, who you are, your company and/or product, and the reason you are calling which includes the potential benefits they could gain.

When you complete the final exercise you'll be able to confidently present a brief introduction that grabs the prospect's attention and keeps them listening.

Create Your Appointment Call Introduction

At the start of this training we looked at the 4 parts that make up the Introduction Stage of the appointment call, shown below. If you've completed all the exercises up to this point you will have created your own scripts for each of the 4 parts.

The Introduction

You – Name, Position, Title, Specialisation.

The company – Name, Group Name.

About the company – A general description and a feature that could be of benefit.

The reason for the call - A benefit to the prospect.

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Now it's time to put all 4 parts together to create one really effective introduction to your appointment call.

In the exercise on the next page write your Introduction stage by combining the lines you have created in the previous exercises.

Exercise

You – Company – About the Company – Reason for the Call

Your Introduction stage for your sales appointment call:

You:

Company and about what you do:

Reason for your call:

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That's it, your Introduction Stage complete. What do you think of the process the training follows?

You've followed the process of forming a structure around which you add your words. There's nothing there that doesn't add value. The words are yours, and the introduction script is specific to your company, product or service, and your prospects.

I've used this method to train sales people and appointment makers in a wide range of industries and marketplaces around the world. You can see the complete Sales Appointment Training Course, and use it to create your sales appointment scripts for the other stages of the call, at [Sales Appointment Training...](#)



Sales Appointment Training

- Create successful appointment calls whenever you need them.
- Make calls with confidence as you know what you're doing at all times.
- Give yourself as many sales meetings with prospects as you need.
- Enjoy making cold calls even if you hate them now.
- Teach others this valuable skill.

See more information on [Sales Appointment Training...](#)