

Free Sales Appointment Training



*How to create a Customised
Introduction for your calls*

www.Provensalestraining.com

Create Customised Sales Appointment Calls

You can get in front of more potential customers, gain more sales, and grow your business using this proven process to make sales appointment calls.

The training will give you the same process I've used to train professional sales appointment setters, thousands of sales people making their own sales appointments, and business owners. They created successful sales appointment scripts that are customised for their services, products, marketplace and prospects.

What is a call script?

You're going to create a call script, but what exactly is a call script?

Is it a word for word written script that you learn and use on every call no matter how different the prospects are?

Or is it a script of your opening lines just to get you started?

The script you are about to create can be as detailed as you want it to be. If you need a complete script for certain parts of your sales appointment calls, then you can create that using this training. If you just need a few reminders to jog your memory, prompt your best lines, or give you some direction at key points, that's what we will create.

Markers as a guide

I recommend that we create a script that gives you markers to use as a guide throughout the 5 stages of the sales appointment calls.

The markers will remind you of what your objective is at each stage, and what actions to take to achieve those objectives. With that information, and using the guide you create, you will know what to do and say at each step within each stage. You can have as much detail as you need at each marker as a reminder or prompt.

As you make more calls you'll find you use the markers less, but they are always there in case you need them or want to make changes to your calls.

By creating a script in this way you will talk naturally, using your own words and phrases, about the topic at each of the marker points throughout the call. You will sound unscripted, which is a big part of making successful calls as it means you don't sound like a sales person, or a robotic call centre operative.

To highlight how this training works: if I asked you to write a page on your favourite subject, and then read it out over the telephone word for word anyone listening could tell you were reading something you had prepared.

If instead I asked you to note down several topic headings and markers and use them as a guide while you spoke to me about your favourite subject, you would sound natural and use your normal words, phrases, and voice. This is what we are aiming for.

When you sound natural people are more inclined to listen, you don't sound scripted, and that's a big positive when you're making appointment calls.

Let's start with the first set of markers, the 5 stages of a sales appointment call...

The 5 Stages of a Sales Appointment call

Appointment Call Structure

- Introduction
- Motivation to Answer Questions
- Questions to Qualify the Prospect
- Gaining Agreement to an Appointment
- Deal with Objections

Stage 1. The Introduction

You introduce you and your company using brief information that helps the prospect to quickly build a picture of who you are, and what your business does. You'll then add a reason for calling that has potential benefits for the prospect and that will give them a reason to keep listening.

After just a few lines of this very short introduction your prospect will know who you are, what you do, and why you're calling.

Stage 2. The Motivator

The Motivator is a technique that I developed while working with sales people that made their own calls to make appointments with potential customers.

Using this one line you join together the Introduction stage and the Questioning Stage forming a seamless connection that keeps the conversation moving forward and prevents objections. This technique also works at other times in a call when a customer hesitates or takes the conversation off track. Once you understand how it works you can also use the Motivator in your sales meetings with prospects.

Stage 3. Questioning

Here you use a structured questioning process that gives you all the information you need to qualify the prospect as a potential customer that is worth meeting. Early in the call you will know whether the prospect can actually buy from you, and whether it is worthwhile continuing the call.

The information you gather here will be what you need to know to qualify the prospect, and what you want to know to be able to prepare for the meeting with them.

Stage 4. Gaining Agreement

Because of all the work you have done in the early part of the call, you can gain agreement to a meeting with the prospect by making a simple proposal. The training shows you how to create a question that is specific to your prospects, and also makes meeting with you the logical next step in the process for them. They will see the benefits and respond positively.

Stage 5. Objection Handling

Most real objections arise as you try to gain agreement to a meeting in stage 4, but different types of objections can arise at any stage throughout the call. There are techniques to deal with objections and concerns in a unique way.

Creating Stage 1: The Introduction

Get this stage right and you get the opportunity to qualify the prospect as a potential customer and gain agreement to a sales appointment.

Your objective at the Introduction Stage is to gain the interest of the prospect and keep their attention so that you can get to the Reason for the Call and explain what potential benefits you can offer. You will learn how to succinctly introduce you, your business, your product and why you are calling.

The Introduction also sets the scene for the rest of the call, and it starts to build the relationship with the prospect. That's why it's the most important stage of the call, if you lose your prospect here you will not get the opportunity to use the benefits of your sales offer to make an appointment with them.

Below are the markers that will guide you through the Introduction Stage. When you learn your objectives at each marker, and the actions you should take to achieve them, you'll be able to give a confident, attention grabbing introduction on all your cold calls.

You've probably noticed that I talk a lot about using this sales training to make cold calls. That's because cold calls are the most difficult to make.

The same script and techniques work just as effectively when you respond to incoming enquiries, make follow up calls, or make repeat business appointments with existing customers...

The Markers of the Introduction Stage

By breaking down the Introduction Stage into smaller markers we can look in detail at these smaller parts and build up a script, either a full script or reminders to give you hints on what to say.

Here are the 4 markers for the steps within the Introduction Stage:

Steps of the Introduction Stage

1. You – Name – Position - Title
2. The company – Name - Product
3. About the company – A benefit
4. The reason for the call – Potential benefits

9

Introducing You

You want to introduce yourself and give any supporting information about you that will help the prospect to understand who you are. This could include your job title, a specialisation, or a qualification. For many sales people making appointment calls, the key to a successful introduction is keeping this part brief.

Introducing the Company or the Product

The aim is to get the prospect to understand what you do, what your business does, or what your business sells, supplies, or offers as a service. When we look at this marker in detail, you'll see how to select the information to use.

About the Company or the Product

At this marker point you want to use some additional information about your company or your products to give the prospect points of reference as they begin to form a picture of who you are and what your business can offer. You should also include something about your company or product that could be beneficial to the prospect.

The Reason for the Call

This is the most important line of the call, and it's worth spending time to get it as effective as it can be. It tells the prospect why you're calling, and how they could potentially benefit by talking to you.

Those are the key markers so let's now look at each one and start creating your script of reminders for each marker point of the Introduction Stage and get your call off to a confident start...

Introducing You

You've been put through to the prospect, or you've dialled them directly. They've answered the phone, and now it's your turn to speak, what do you say once you have confirmed it's the person you want?

There are several ways to tell a prospect who you are and each one has a different impact on them. Here are 4 different examples of ways you can announce your name to the buyer. The comments next to each one are only my opinions.

Try out each one, and any others that you can think of, and find the one that projects the image that you want.

1. My name is Stephen Craine...

Used by Telesales callers and can sound weak.

2. It's Stephen Craine...

Good, natural sounding, and can infer, with the right tone, that you've previously spoken to the person.

3. I am Stephen Craine...

Can sound pretentious. I only use it if I am certain I have a great sales offer. Can be softened by contracting I am to I'm.

4. This is Stephen Craine...

Sounds strong and important, not the sort of opening that you expect from a telemarketer. This is my personal favourite.

Make the words work for you

There are 2 things you can do to adapt the line you select to introduce yourself:

1. You can use the tone of your voice to change the level of strength of your words. A deeper more commanding tone to strengthen it, or a lighter tone to soften it. You can also use a downward inflexion to make it commanding, or an upward inflexion to make it questioning.

2. How formal should you be? Take into account the telephone etiquette expected from you by the people you are phoning. You would talk to an end user at home differently than you would to a business prospect. On B2B calls the position of your prospect in the company hierarchy has to be considered when choosing how formal, friendly, or controlling, you want the words of your introduction to sound.

More About You

You may want to add something more about you after you have said your name. This could be your position in the company, or a qualification, your experience, a reason the prospect should take on board what you say.

It's nice talking about ourselves, and some sales people have a tendency to say far too much on the subject at this stage.

Let me give you this guideline, only add something more about you if it adds something positive to the call. By positive I mean: it is of some benefit to the prospect or supports your message and adds credibility.

Examples

Here are some examples of what could be positive additions to the call:

1. Your position or title could show your rank and authority within your organization.
2. Your experience or specialisation could be seen as beneficial to the prospect.
3. Something in common with the prospect could help to build rapport.
4. Information that makes you stand out from other sales callers.

Remember we are only talking about one or two words that you might want to add about you, not your entire lifetime CV. You only have a limited attention time from the prospect, so every word has to add something positive to the call, if it doesn't – take it out.

That's the Introduction of You, just a few words to say who you are, convey the message and the image that you want your prospect to receive, and start your call in the best possible way.

First task

Now here's your first task, using what you've read so far choose the words you will use to introduce you to the prospect.

Select one of the examples I've used or select a different line, maybe you like the line you currently use. Even if you don't change the introduction line the exercise will have made you consciously think about and decide what you will say.

Note the line you will use on paper or on screen. This is the first marker of your Introduction Stage and you may want to make full notes of your script/reminders for your opening lines.

Introducing the Company / Product

One of the reasons you follow your name with an introduction of the company or product is to give the prospect a frame of reference. Your objective is to build them a picture of who you and your business are with just a few words of introduction. You should decide if your company name, or your product name, or both, are the best way to do this.

If they will have heard of your product, then include it. If it says more about your business than your company name does, use it. If your company name will be familiar to them, but your products won't, just use your company name.

I trained a team of telemarketers for a workwear service provider and prospects didn't know or recognise the company name. Some of the successful callers started their Introduction of the Company by telling prospects: You have probably never heard of the company, we are...

This pre-empted not being known and prevented any negative responses. This technique won't be right for everyone, but it is worth consideration in some circumstances.

Task

Your task at this marker is to decide what you want to say to introduce your company or product, or both. Will you include the group name, company name, product name, or will you keep it all about you and the services you offer?

About the Company / Product

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

Not just what your company can do or does, add what it can do for the buyer.

Example

Here are 3 ways a confidential waste shredding company could be introduced:

This is Stephen Craine, I'm the customer services manager for:

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 will ever be seen by anyone outside of your offices.

Example 1 just gives the name of the company. Unless the prospect knows the company or can instantly connect the name with what they do, it tells them nothing about the business and adds nothing to the call.

Example 2 adds a feature of the company services to the name. At least now the prospect knows what the company do, but not what they can do for the prospect as there's no benefit stated.

Example 3 includes the company name followed by a feature of the service, and then the potential benefit to the prospect of that feature. If secure paper shredding with proven confidentiality is of interest to the buyer then the introduction has given them a reason to carry on listening. This is still only the opening lines of the call and already a feature with a potential benefit for the prospect has been stated.

Your Objective at this Marker

The objective at this marker is to state a benefit that your company or product gives, which could be of interest to the prospect. It's not your reason for calling, although you can use the same benefit later when we create the script for that marker point. It's not a complete list of everything your company offers, it's just one benefit that could catch the interest of a wide range of prospects and keep them listening for a few seconds longer.

Task

Your task now is to create your script at this marker point by selecting a benefit of your company or product, and the feature that supplies it, and adding it to your introduction script.

Remember that it's your script, you can write your introduction script word for word or you can just use brief reminders.

The step is the most important line of the sales appointment call, get this right and you are on your way to gaining agreement to a meeting...

The Reason for Your Call

Why do you make sales appointment calls to prospects?

I expect your answers to that question included: To make an appointment to sell them something, it's my job, to earn commission, to grow my business by demonstrating my service, to get my business known, and many other similar answers that all have one thing in common. They all include a benefit for you.

Or, you may have answered with something like: So I can help them, or make their life easier, or save them some money.

The first set of answers all include benefits for you, the sales person. If you used them to tell your prospects the reason for your call I doubt the calls would last very long because the prospects would not see any benefit for them, only a benefit for you.

The second set of answers are all benefits for the prospect, but let's be honest here, there will also be the benefit of a potential sale for you. And there's nothing wrong with that. If you only made calls and met with prospects for their benefit you would soon be out of business, prospects know this and most, but not all, accept this.

The ideal Reason for Calling is a win – win opportunity

There is obviously a potential benefit for you and your company, and there should also be a clear potential benefit for your prospect.

What makes it difficult to select a benefit to use as your Reason for Calling is that you can't always be sure what your prospects want at this stage of the call.

Example

Imagine, you sell a manufacturing machine that has many features and benefits. Some of your prospects would be grabbed by the safety benefits but maybe not to interested in benefits of low running costs. Others would like the production speeds and may not be too interested in the health and safety features.

The objective at this early stage is to select a benefit that is of interest to the greatest number of prospects and to word it in a way that grabs their attention and makes them want to know more. This will form the basis of your Reason for calling.

Select the Benefit and Feature for Your Reason for Calling

Let's start your selection process for your reason for the call with these thoughts:

1. The more specific the feature and benefit are, the more effective they will be in grabbing attention, but the fewer prospects will be interested in them.
2. The wider ranging the feature and benefit are, the weaker their attention attraction, but the more prospects will be interested in them.

A sales person is cold calling prospects to book test drives for cars, the main feature and benefit is a new seat belt that had proven safer than all the others in collision testing (feature), so it would offer the most protection to prospects and their passengers (benefit).

For those prospects that place safety near the top of their important car buying features and benefits list, the sea belt line will grab their attention. But, it's a very specific benefit and would only grab the attention of a limited number of potential car buyers.

There would be a great number of other potential car buyers who were not grabbed by the seat belt benefit. It may be a factor for them when making a final decision, but it wouldn't make them listen to your cold call.

They're more interested in other benefits such as, how fast a car accelerates, fuel consumption, green and ecological attributes, or how cool they think they look driving it.

So the benefit you select should be wide enough to grab attention from a wide range of prospects, but still be of enough interest to make them listen. It's not as difficult as you think to find the right one.

Here are some pointers

Anything to do with money, making it or saving it, attracts interest. I'm not saying you have to be the cheapest on the market.

Going back to cars, not everyone wants to drive the cheapest of all the cars available. But most of us want to buy the cheapest option that offers the benefits we want and gives the most value. If two dealers are offering the same high class sports car at the same price, but one of them offers a customised interior at no extra cost, this option would be more popular because they offer more value.

The benefit has to be clearly understood during a very short, and unexpected, phone call. You either find a way to explain your best benefit simply or select a different benefit that can be quickly and concisely presented. From your experience, and you can ask others for their opinion, what is it about your products and services that your current customers like and your prospects ask for?

A question for you

I recently wrote an advert for a manufacturer of a cask beer keg stand that automatically tilts as the container empties. It has two benefits that could be used on cold calls, or as the main headline in the advert I wrote.

Feature 1: It automatically tilts as the beer keg empties and gets lighter, so every drop of beer is sold. The benefit: It saves around 2 pints of beer per keg from being wasted so it pays for itself and continues to save money.

Feature 2: It's made from galvanized steel and the related benefit is: even in damp beer cellars it last longer than stands made from cheaper materials.

Which one of the two features and benefits would you use as the benefit in your Reason for Calling, or as a headline in an advert, and why?

Answer the question before moving on... No cheating...

I used the money saving feature and benefit of it automatically tilting and every last pint of beer being used, which meant there was an extra 2 pints per keg sold.

The reasons I selected this benefit was because the money saving benefit would be of interest to all prospects that sold beer.

The galvanized steel benefit would only grab the attention of prospects that admitted to having damp beer cellars.

Another reason was that it allowed me to use the benefit of the product paying for itself because of the savings, so in my advert it doesn't actually cost the buyer any money.

I hope the above pointers have given you an insight into how to select the best feature and benefit to use as your Reason for Calling the prospect.

Task

Your first task for this marker is to select the best benefit, and related feature, to use as your Reason for Calling. Then we'll look at how to word it on your appointment calls...

Choosing Your Words for the Reason for the Call

Have you now selected a feature and benefit to use as your Reason for calling?

If not, you're probably trying too hard, or you're worried about not selecting the best one. Choose one, go on make a decision, you can always change it later.

Once you have completed this free ebook you can create a new introduction script or make changes to an existing one whenever you like. And that is a valuable skill.

Right, you have a feature and a benefit and now you are going to choose the words to use in your call script. I'll now show you a simple process to put the feature and benefit into words. This sales technique also works well in sales pitches or when talking to customers.

It also works in conversations, both at work and in your personal life, when you want to influence someone to take an action. Give it a try on colleagues, your boss, partner, and children, and see how well it works.

Action

Write down the benefit you have chosen.

Remember, this does something for the user.

Here's an example of a benefit used by a stationery field sales woman: Increased discounts on goods bought.

Now write your benefit down on your script of markers.

Next write the feature that will supply your benefit.

Here's the feature that will supply the benefit used by the stationery seller: A wide range of products, including some from partner suppliers, all on one invoice.

Put the two together to clearly explain the Reason for Calling and what you could potentially do for the prospect.

The Reason for Calling that the stationery supplier uses:

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

Notice she dropped the part of the feature that mentioned the supply from partner businesses. It would have made the message longer and more complicated than it needs to be. Details like that can be explained later when you meet the prospect.

Task

The task now is to take your benefit and feature, put them together, and create your script for your Reason for Calling. You can use the example for the stationery seller as a template...

Put Your New Introduction Script Together

Steps of the Introduction Stage

1. You – Name – Position - Title
2. The company – Name - Product
3. About the company – A benefit
4. The reason for the call – Potential benefits

You should now have in front of you the markers for your complete Introduction Stage.

It could be a word for word script of the whole introduction. Or it could be just reminder notes for each of the 4 markers in the Introduction Stage: Introduction of You, About You, Introduction of the Company or Product, and the Reason for the Call.

In practice I usually see people writing a full script at certain marker points, for example the opening lines, and just reminders at other marker points, such as the company information. Whatever works for you, it's your script.

The final task for this stage is to make sure that all the parts you've created as markers along the path fit together well, from the opening lines of the call to where we are now.

Do a few test calls using your new Introduction, role play with colleagues, or record yourself and see how it sounds.

Make any changes you think will improve it, remembering to change your reminder script.

Listen to where the markers meet. You want a smooth seamless flow from one marker to the next. Some parts can be merged if you think it sounds better, for example, the first two markers, the Introduction of You and the Introduction of the Company. This could be appropriate if you are a small business or a self-employed service provider where you are the company.

Task

Your last task for the Introduction Stage, bring everything together and try it out, role play it, use it, make some calls, record, listen, and make improvements, and have some fun as your confidence grows...

How easy was it to create the first stage of your appointment call?

The process is easy to follow and you can use it for all the steps in your sales appointment calls. All you need to know is: What should you be saying and doing at each step in each stage and what are your objectives at each stage.

There are also more techniques and specific words and phrases we can add to the Introduction and other stages to make your calls even more effective and boost your conversion rate of calls to appointments.

That was training for just the first part of your call and you can probably see what a difference it will make for you. As well as improve your calls and increase your results, using this training will also give you confidence on your calls and make the conversations much more relaxed and enjoyable for you and the prospects.

Now work on the other stages of your call

To start working on creating the script for the rest of your appointment calls get the professional course: Making Sales Appointments by Telephone. In the course we follow the same process as we have here, but we go a lot deeper.

Appointment Call Structure

- Introduction
- Motivation to Answer Questions
- Questions to Qualify the Prospect
- Gaining Agreement to an Appointment
- Deal with Objections

You complete a set of exercises for all the stages, similar to the tasks you did here, in a separate workbook with full instructions. The workbook becomes a working document that you continuously use to improve your calls, refine your words, and maximise your results.

See what's included at: [Making Sales Appointments by Telephone](#)

What's in the professional Making Sales Appointment by Telephone Course

Over 90 pages of sales appointment training that has been created and developed while I worked with sales appointment setters and sales people making their own appointments. Everything in the course has already been proven successful by corporate professionals, all you have to do is follow the step by step training to achieve the same results.

Techniques you will not have seen before

There are techniques based on Neuro Linguistic Programming, Peak Performance Coaching, and Jungian Psychology, all adapted for sales communication. You will discover skills that are unique to my training that have been added because they work.

How to make the calls

There are sections on how to make the calls, the best way to manage our calling sessions, how to get past gatekeepers, getting past and preventing objections, and much more...

The contents of the course

Contents

- Introduction to the Course
- What's in it for you?
- How to Achieve Great Results From Your Calls
- Making First Contact
- Getting Past The Gatekeepers
- Creating a Sales Appointment Call Script
- The Introduction Stage
- Motivation to Answer Your Questions
- The Questioning Stage
- Gaining Agreement to an Appointment
- Create your Own Appointment Call Script
- Overcoming Objections
- Now make some appointment calls
- Closing sales at the appointment
- About Proven Sales Training.com

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