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# Phone Power: Your No. 1 Tool For Success

**Danny Friedman**  
Added Incentives, Inc.

CAS - 1.5 pts  
Monday, January 11  
4:30 - 6 pm



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**PPAI EXPO**

**PHONE POWER: Turn Your Telephone into Your #1 Tool For Success!**

**Danny Friedman  
Vice President  
Added Incentives, Inc.**

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**PHONE POWER  
Why Phone Power?**

- Hardest step in sales cycle
- More Calls= More Appointments=More Clients= More \$\$\$\$\$\$\$\$\$
- Replace Clients that are lost

**“THE DAY YOU STOP CALLING IS THE BEGINNING OF THE END”**

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**PHONE POWER  
Preparation & Attitude**

- Schedule PHONE POWER like an appointment
- Do not deviate-Stay Focused
- Positive Attitude-People Sense a Positive Attitude
- Best Times To Call

**“PRACTICE, PRACTICE, PRACTICE”**

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**PHONE POWER**  
**Prospecting on the Phone**

- **GOAL:** To get any information on a Decision Maker from a company you are targeting
- Dealing with The Gatekeeper 
- Techniques
- **GET THE INFO:** You must get a name that you can call back

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**PHONE POWER**  
**What to do with The Information**

- TICKLER FILE SYSTEM
- Get Commitment from Decision Maker
- Hit and Run-Make Call, Get Information, Get Commitment and make next call

**ALWAYS BE CALLING**

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**PHONE POWER**  
**Getting The Appointment**

**How many calls to get a new client?**

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**PHONE POWER**  
**Getting The Appointment**

- 100 Calls=30 Decision Makers=  
2-4 Appointments=1New Deal or Client
- The 15 Most Important Seconds in Phone Power
- CLICK! The Sound of Losing The Opportunity to get a New Client
- Techniques
- 1<sup>ST</sup> Positive Response-Go For It!
- POSITIVE, PREPARED AND PRACTICED

**100+15=\$\$\$\$\$\$\$**

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**PHONE POWER**  
**Closing on the Phone**

- Ask for Action
- “Do you have any questions or have you made a decision?” It Works-Try it
- You’ve asked for the order- **NOW SHUT UP!**

**Old Adage: “The Last Person That Talks Loses”**  
— 1st Great Sales Professional

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**PHONE POWER**  
**Handling Objections on The Phone**

- Common Obstacles while Telephoning for Appointments
- OBJECTION=QUESTION
- Objection means there is interest

  
**“AN OBJECTION IS AN OPPORTUNITY TO CLOSE”**

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**PHONE POWER**  
**Dealing with Voice Mail**

- Dealing with Voice Mail while Prospecting
- Dealing with Voice Mail with Clients
- No Exact Science to Dealing with Voice Mail

**Voice Mail is a way that technology has made business easier.....and Harder!**

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**PHONE POWER**  
**Dealing with Current Clients**

- Human Day Planner
- Gauge how long to stay on call
- "HOT BUTTONS"
- Adapting to Clients Speech Pattern-  
SOUNDS CRAZY BUT IT'S TRUE!

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**PHONE POWER**  
**Phone Treating You Badly**

- It happens to everyone
- Call a Good Client
- Take a Break

**"ACTIVITY BREEDS ACTIVITY!"**

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**PHONE POWER**

**Things Not to do on The Phone**

- No Profanity
- No Eating
- No Rudeness
- Never take it personally

**“It’s not personal, it’s strictly business.”**



-Michael Corleone  
"The Godfather"

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**PHONE POWER**

**Conclusion**

- 3 P's –Prepare, Practice, and Positive
- 15 seconds-Responses must roll out
- Smile-Be Positive

**GOOD LUCK AND KEEP CALLING!**

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**PPAI EXPO**

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# PHONE POWER SCRIPTS

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## Prospecting on the Telephone

**GOAL:**To identify decision maker at target company to schedule a meeting

"Hi my name is \_\_\_\_\_ and I'm with \_\_\_\_\_. I was wondering who I would contact at your company that makes the decisions on promotional products?"

**Possible Responses and Your Response**

"What do you do?"

**Response:** "I specialize in unique promotional items which would include any item that you would put your corporate logo on such as coffee mugs or pens. Do you know who I would contact that makes decisions on those types of items?"

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## Prospecting on the Telephone CONT'D

"I'm not sure who would handle that at our company?"

**Response:** "Maybe somebody in marketing, human resource or recruiting?"  
(YOU ARE HELPING THEM GET YOU TO THE RIGHT PERSON)

"That would be me."

**Response:** "Terrific. Is there anyone else that will be involved in the decision making process?"  
(FIND OUT WHO THE REAL DECISION MAKER IS)

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## Scheduling a meeting on the Telephone

**GOAL:** To schedule a meeting with a decision maker that has been generated from a cold call or referral

"Hi my name is \_\_\_\_\_ and I'm with \_\_\_\_\_. How are you doing today? We specialize in unique promotional products and corporate gifts. This includes any item that you company would put their corporate logo on, like pens or coffee mugs. I was by your office the other day and was wondering if you had any promotional projects that I might be able to help you with?"

**Possible Responses and Your Response**

"Yes, we do use promotional products but don't have any projects right now."

**Response:** "Great. Even though you have no projects that you're working on right now, is it possible to meet with you for 15-20 minutes to show you some unique ideas?"

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## Scheduling a meeting on the Telephone CONT'D

"Our next project is in 6 months, so I think it's a bit early to meet."

**Response:** "I believe it's never too early to start a project. If you can meet for 15-20 minutes, I can show you unique ideas that you will have so when the project gets closer, you will already have some great ideas."

"I already work with someone"

**Response #1:** " We have some very unique ideas that you probably haven't seen before. Is it possible to meet with you for 15-20 minutes to show you some of these unique ideas?  
(YOU MUST BE READY TO NAME 2-3 VERY UNIQUE ITEMS TO PEAK THEIR INTEREST)

**Response #2:** "I understand you are working with someone but maybe I can give you an alternative bid on a project to make sure you are getting the best value?"

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## Scheduling a meeting on the Telephone CONT'D

"Can you just send me a catalog?"

**Response:** "I can definitely send you a catalog but our catalogs are very generic. We keep our "Hot" ideas out of the catalog and save them for when we meet with clients to discuss their specific needs. Can we meet for 15-20 minutes so I can show you some of these ideas?"

"Why should I work with you?"

**Response:** "We (Your company) have been in business for over \_\_\_\_\_ years and specialize in tremendous service and unique ideas. Our great service makes us one of the top companies in our industry. Our specialty is unique ideas that help our clients set themselves apart from their competitors."

"We do promotional items but I will not meet with you right now"

**Response:** "No problem. When would be the best time to contact you again? I appreciate your time and will contact you \_\_\_\_\_ (Ex. A month from the day of the call)  
(YOU MUST GET COMMITMENT TO CALL THEM BACK)

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**Closing on the Telephone**

**GOAL:** To ask for the order after a formal quote has been sent.

"Mr./Mrs./Ms. \_\_\_\_\_, I wanted to see if you had any questions regarding the quote or if you have made a decision?"

**Possible Responses and Your Response**

"I have no questions but I also don't have a decision"

**Response:** "No problem. When would you like me to follow up with you?"  
(ALWAYS GET A COMMITMENT FOR ACTION ON THE DECISION MAKER'S PART. ASK WHEN TO CALL BACK AND YOU ASK AGAIN "Do you have any questions or have you made a decision?")

"I like the product but can you do anything about the price?"

**Response:** "We have the most competitive pricing in industry. Where do you need to be price-wise in regards to your budget?"  
(DO NOT GET INTO THE HABIT OF NEGOTIATING YOUR QUOTES-DISCOUNTING SHOULD BE LAST RESORT)

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**Closing on the Telephone CONT'D**

The Decision Maker has a question about a product you quoted.

**Response:** Answer the question and ask for order again.

Example: DECISION MAKER: "Will our logo show up well if we engrave it?"  
YOU: "Yes, it will look good and we will do an e mail proof for you to approve before we go to production. Do you want to move forward with the 500 units?"

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