

# **Don't Get Hung Up!**

**Vital skills For Sales People and everyone  
who conducts business by phone**



**By Jenny Cartwright, Australia's Sales Calls Guru**

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# FOREWORD

This book is about achieving more sales. It focuses on how to make sales using one of our most accessible technological tools – the telephone. But don't get hung up on terminology. This book will appeal to all professional sales people, not just those in the telesales industry.

If you are serious about improving your prospecting and selling skills, then you need to buy, read and do exactly what Jenny says to do in her brilliant book. Few people know telemarketing like Jenny Cartwright does. She is a sales trainer with a unique ability to show people how easy it is to triple their sales instantly. It's not rocket science. The secret lies in just picking the phone up more often. Once you have discovered that secret, what you do next involves skill. And this is where Jenny is so good.

If you really want to accelerate your sales career, live by that golden rule in business, which says "if you want to be the best, learn from the best."

Doug Malouf CEO DTS International

## **ABOUT THE AUTHOR**



The information in this book is based on sixteen years of research work and telephone selling experience by Jenny Cartwright, one of Australia's leading sales trainers. That means the ideas have been proven and tested before sharing them with you. You simply choose the ideas that are relevant to your product or service.

Following a successful career in face-to-face selling as Sales and Marketing Manager of Telford Hotels for six years and International Sales Manager for Centralian Holidays for three years, Jenny changed direction to telephone selling.

From 1991 – 1997, through direct mail and telemarketing campaigns, Jenny successfully promoted Tom Hopkins and Anthony Robbins on four of their visits to Australia and also Zig Ziglar, Sales Congress 91,92,93,94,95,96 and 97, James Rohn, Brian Tracy, Denis Waitley, Harvey Mackay, Michael Gerber and Jay Abraham.

Since 1995 Jenny has been accredited as a trainer and has conducted in-house customised sales, telesales and customer service training for companies and individuals around Australia. Examples of some companies she has trained are Australian Casualty and Life, Macquarie Corporate Telecommunications, People Telecom, Tourism Tasmania, Prudential Corporation, Phillips Components, The Real Estate Institute, The Valuer General's Department, APS Chemicals, MSA, National Investment Institute, Hexal Pharmaceuticals, ID Warehouse, Delaney Kelly Golding, Acorn Australia, APS Chemicals, R.M. Smith & Son, Phytomedecine, Chandler Macleod, Australian Associated Press, Fujitsu and ING Life.

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Jenny has been an active member of Business SWAP (Salespeople with a Purpose) for 18 years and is currently President of Pioneer Business SWAP. She is also a member of the Australian Teleservices Association and Chatswood Chamber of Commerce. She was awarded "National Salesperson of the Year" by the Business SWAP organisation in 1993, "National Business SWAP of the Year" in 1996 and 2004 and "Telemarketer of the Year" in 1995. She was also awarded ASM (Accredited Speaking Member) of the National Speakers Association of Australia in 1998 and gained coaching certification by Coach-U in the same year.

# Introduction

Welcome to “Don’t Get Hung Up!” and congratulations on wanting to take your sales and telesales skills to a new level by investing in this book.

Business by phone can be Telephone selling, Telemarketing, Prospecting, Cold calling, Telesales, Making Appointments or Following Up Quotes, Mail-outs, Existing and Inactive Customers. These activities require the skills in this book and are great ways to increase your sales and profits. They are quick, easy, direct and inexpensive ways to get more business. When you do a mail-out, you are lucky to get half to one percent response. However, I know from practicing telemarketing for sixteen years, that the one percent can be turned into a twenty percent response immediately by following up the mail-out.

As far as I am concerned, there is only one way to achieve the best results: that is to call the prospect first, to qualify them, interest them in what you have, and then get permission to email, fax or mail them particular information. You then make an arrangement to call them again at a specific time to discuss this further. You ensure you call back at the specified time to discuss your proposal further and close the sale.

Many of my trainees, before meeting with me, traditionally short-circuit the technique of calling first and make telemarketing a two-step process. They have been in the habit of mailing their information and then following it up. The results have not been great, as the important first step of calling the prospect first has been overlooked in order to speed up the process. No, my friends, if you want the best results, there are no short cuts:

**CALL      MAIL      FOLLOW UP**

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To be good at selling appointments, products and services on the phone you need to be able to bring out certain qualities in yourself, in particular, enthusiasm, confidence, knowledge, persistence, a positive attitude, empathy, friendliness and a sense of humour (for all the “no’s” you get.)

The first key to success is to make large numbers of calls. Telesales is like a snowball falling down the mountain. The more calls you make the more success you get. However, it is important to keep the energy in your voice so I recommend you do the calls in two-hour stretches and have a break. Stand up to do a call every five calls. This will get the blood flowing better through your body to energise yourself.

The second key to success is never to take rejection personally. The “no thank you” is about what is going on for the customer at that moment in time, not a rejection of you personally. You could ring them the next day and the customer could be in a completely different frame of mind, willing to listen and say “yes”. Persistence really works.

I remember when I promoted the seminar events of speakers like Tom Hopkins, Anthony Robbins and Jim Rohn for six years, I would make 100 calls every day. Whenever anyone said “no thank you”, I would put a note in the database to ring them again the next week. I would say something like:

“Hi Joe, it’s Jenny Cartwright again. I know you said you did not want to attend Tom Hopkins’ seminar when we spoke last week. “I was a bit surprised, I must say, as Tom’s information will definitely show you how to increase your sales the very next day. How good would you feel earning more than the rest of your team at the end of next week?”

Or I might say, “You know Joe, I must have done my call to you about Tom Hopkins’ seminar last week really badly which is probably why you said “no”. I forgot to mention to you that ... (and I would add a few more benefits of attending)” and then see if he would like to change his mind.

Joe might say “no” again but that would not stop me. I would put a note in the database to ring him again the next week. Next time, he might have his voicemail on or he may not be in so I would put a note to call him the next day.

The next time I reached him, I would say in a very concerned way, “Joe, I am quite concerned that you are not intending to attend Tom Hopkins’ next seminar. You know all your competitors are sending their salespeople (I would give examples in his industry) and you would not want them to have the edge over you, would you?” At that point, he would normally break and say “yes” with a smile in his voice as he could not believe I would have the concern to bother ringing him again.

You might think this is too pushy but if you do the calls with the right caring tone in your voice, it is hard for the customer to keep saying “no”.

The techniques in this book are intended to help you achieve the joy and results from telephone selling that I have done – enjoy!

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### **THE ART OF QUESTIONING ON A COLD CALL**

Questioning in the sales process is so powerful when the technique is applied correctly. After you have alerted the customer's interest with an opening statement, you need to ask questions to find out what the customer really wants. It is almost as if you have to do this in order to earn the right to talk to them about your product or service afterwards.



However, the right type of questions need to be asked and this is where so many telemarketers go wrong. You need open-ended questions that get you more information – questions that keep the customer talking about themselves. These questions begin with “What, Why, Where, When, Who, Which and How”. So many telemarketers ask questions that will get a “yes” or “no” answer. These are called closed questions. They should be left until the end of the conversation when the customer is ready to buy the product, e.g. “Based on what we have discussed would you like to buy now?”

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## **Mistakes telemarketers make!**

Some of the mistakes that telemarketers make are that they start off telling you all about what they have to offer you and then end their presentation with a closed question which will, in most cases, get a “no” answer.

For example: the real estate person who rings and says, “Good morning Mr \_\_\_\_\_, I am from \_\_\_\_\_ Real Estate. Are you thinking of selling your home in the near future?” (I ask, what rapport building is going on there?) This question gives me the perfect opportunity to say “no”.

The home improvement company which telephones and says, “Good evening Mrs \_\_\_\_\_ do you need anything fixed in your home right now?” again gives me the perfect opportunity to say “no”.

I recently had a lady telephone me and say, “Good morning Ms Cartwright, I am from \_\_\_\_\_ Hotel. We have a Gourmet Dining Club where you can dine for free once a week if you bring a client with you. Would you like to join our Gourmet Dining Club?” Once again, this lady gave me the perfect opportunity to disconnect the call to her.

In the above example, no question was asked as to whether what the lady had to offer was even relevant to me and my needs. The lady could have asked questions about my situation like, “How often do you dine out? How often do you entertain clients? What type of food do you like when eating out? How often do you entertain in the city?” Then, depending on my answers, the lady could adapt her sales presentation to what suited me.



These sorts of telemarketers are not securing sales, and yet they persist with ineffective techniques.

## **Guidelines for Effective Questioning**

1. Ask questions about the benefits of your product or service.  
For example, if you are selling a barbecue that is portable, easy to clean and has three speeds of heat, you would ask questions like: “How easy is your barbecue to clean? Is it portable? What happens when you want to cook a steak with really hot heat?”

This approach allows you to easily sell your benefits in your presentation that will follow.

2. Ask questions that create pain around their existing situation.

Think of three problems your customer may have that you are able to provide a solution for and then ask questions relating to the problems that were noted.

For example, in the recruitment industry, a question may be:

“How easy is it for you to find the right staff for the job when someone leaves?”

“How much of your time is consumed sorting through résumés?”

Or in other industries, questions such as:

“What would happen if your existing supplier ran out of stock?”

“How satisfied are you with the amount of business you are currently getting from your website?”

“What area of your business would be most important to improve on right now?”

“On a scale of one to ten, with ten being the highest, how would you rate the performance of your salesperson?”

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3. Be flexible enough to vary your scripted questions. For example, if the answer to the last question was five, you need to follow up that question with a related question like, "In which area of the sales cycle do you think that person could improve?" Ask an implication question to embellish the problem like, "How else could you use that time more effectively?" (to find out what the prospect really needs to do with his/her time) or "How much does it cost you in real terms to finance the downtime while looking for the right person, including the cost of retraining them?"
4. Look for a need that you can fulfill and then sell them the benefits; e.g. "So, Mr \_\_\_\_\_, if you were to employ our services, we could save you the time you are currently spending on processing résumés so you would have more time to do the things that you prefer to do. We could also save you from having the cost of the downtime between losing a staff member and finding the right replacement."
5. Sometimes, when telemarketers are not confident, they ask several questions at once. For example, they say, "What makes you think your sales staff aren't motivated? Is it a need to earn more money or do they need more training and how does that affect other departments?"

This can be very confusing for the listener and counter-productive for the salespeople.

6. Ask no more than three questions or it may sound like an interrogation.
7. After you ask a question, stop speaking, even if there is silence on the other end as the customer may be thinking about what to say. It is a big mistake to try to help them with their answer. You will have to start to get comfortable with silence.

8. When the customer finishes responding to the question, pause, and if you need them to elaborate on their response, you can say, “Tell me more about that”.
9. Finally, when you have asked all relevant questions and the customer has replied, repeat what they said they wanted back to them. Do not repeat what they want after each question, which is what some telemarketers do, as it becomes monotonous.

Remember, the only way to help someone is to find out about them.

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### **HOW TO DO THE FOLLOW-UP CALL**

You have done your prospecting call and been asked to send out some information. You may be like many salespeople – happy to prospect on the telephone but when it comes to following up, you are not so keen. Here is where you might experience fear of rejection or a bit of call reluctance. What can you say?

There is really no point in sending information out unless you plan to follow it up, because it is usually in the follow-up that success is achieved and the sale is closed. It is important to ask the customer how long he/she thinks they need to review the information and then **schedule** a time to call back to discuss it further one day later. That way the customer knows you are going to ring back and that they have committed to have read the material by then. Here are some tips:

1. It would not be good to call back starting with a closed question like, “Did you get the information I sent you?” Remember, you are back in rapport building mode and need to be asking open-ended questions that cannot get “yes” and “no” answers. The questions starting with “What”, “Why”,

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“How”, “Which” “Where”, “When” “Who” will give you more information about what the customer wants. I recommend you say:

“Good morning Mr \_\_\_\_\_ I am calling to discuss/review the information on \_\_\_\_\_. Precisely, what was of interest to you? How specifically did you feel this could benefit you?” or “What could happen to your organisation if you incorporated some of these ideas?” (Put them into a picture of the future as if they are already using you).

2. When the customer answers, don't jump in with a “close” immediately or launch into what you can do for them. Be a good listener, pause for a moment in silence and ask them to tell you more about that, e.g. “That's interesting, say more about that” or ask an open-ended question like, “Why is that?” The skill to be silent for a moment after the customer responds is powerful.
3. If the customer appears to have cooled his enthusiasm on the next call, ask them, “Last time we spoke, you thought this could really save you some money. What has happened since?” or “What will happen if you do nothing?” or “Is it because you don't think you will get a return on your investment?” Find out the real reason for the customer cooling off.
4. Often the reason is that the customer cannot be bothered to change suppliers. You can ask one of the following questions:

“When you changed from your first supplier to the one you have now, what made you change?”

“Under what circumstances would you consider using another company?”

5. You can “fish” for a problem with “What” and “How” questions.

“What happens when your supplier is out of stock and you need something in a hurry?”

“How would you handle \_\_\_\_\_ when \_\_\_\_\_?”

“How about changing to us for specific items you might be paying too much for with your existing supplier?”

Only after asking the questions can you start to present how your product or service can match their needs.

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### HOW TO ASK FOR REFERRALS



A telephone call to a happy customer is the ideal way to find referrals and new prospects. This call should be a natural part of the sales process but, sadly, not a lot of salespeople bother once they have made a sale.

#### **So what stops you from asking for a referral?**

Perhaps you feel embarrassed having to ask or perhaps you feel you might be putting your customer in a difficult spot, because he may not know anyone to recommend to you. Well, like there is a process in every step of the telesales call, there is also a process for asking for the referral. It is easy when you know how. Then you will have more confidence to do it.

The obvious people to give you referrals are your customers who have recently bought from you. When you call them one or two weeks after they have bought from you, to check they are happy with their purchase, they will not only be impressed that you bothered to call, but they will be only too pleased to assist you.

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## **Mistakes people make**

The average salesperson would ask, “Do you know anyone else who might want to buy what you have just bought?”

When someone is asked that direct question, their mind goes blank and they cannot think of a single person. You must aim to be more specific. Following are a few ideas.

## **The script for asking for referrals**



You must establish that the customer is happy with his purchase or with your service and then ask one of the following:

1. Who else do you know that might want to save the same amount of money you have saved by buying this product? (Use the benefit here of what your product does for the customer).
2. If you were to substitute yourself as the purchaser of this product/service who would that person be?
3. Mr \_\_\_\_ may I ask you a favour? Could you think of four or five people who sell to you that would be good prospects for my product/service?
4. I am glad you are happy with the \_\_\_\_ Mr \_\_\_\_ by the way may I ask if you play any sports at all? If no, then ask “what other activities do you do outside of work? Can you think of one person in your (sports) team or in your (activity) group who might be interested in purchasing what you have just purchased?”

5. Who else could you help by telling them about our products or services?

As an incentive for the customer to give you referrals you could say the reason you want their contacts is so that you can send out an introductory package about your product or service with a voucher valued at \$50 for their first purchase. You could offer to send this voucher with your customer's compliments, e.g. Mr. \_\_\_\_\_ was so happy with our services, he asked us to send you an introductory voucher with his compliments should you wish to avail yourself of the same product.

Next, you would ask them for their contacts' phone numbers and ask them if they would like to ring those people to recommend your services or whether it would be okay for you to ring them and mention their name. Obviously, the first option would be the one to go for but you would have to assess how the conversation is going, to know whether you could push for that.

End by thanking them and assuring them you will let them know if any business arises from their referral.

### **Important to remember:**

1. Always get back to the customer who gave you a referral to let them know how you went with their contact. You can do this by phone or send them a note like this:

Dear \_\_\_\_\_

Thank you for suggesting to John Smith that he call me regarding his computer training needs (explain the status of referral).

I met with John on Tuesday and we will start training next week.

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John mentioned how enthusiastic you were about my training. I really appreciate your confidence in my abilities.

Thank you again for thinking of me.

2. If you expect people to give you referrals, this will not happen unless you give referrals to your own customers - remember the law of reciprocity?

## More Referral Tips



Think of every buyer being worth 50 referrals

When you start giving out two referrals for every sale you get, you will be in the top twenty per cent of salespeople.

When you give out three referrals for every sale you get, you will be in the top ten per cent of salespeople.