



Converting Phone Calls into Sales

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Short Description of the Presentation:

Every company invests significant amounts of time and money getting the phone to ring. This program covers the next step which is mastering phone call conversion. Stated another way, how do we turn the call into a sale and/or a new customer. That is what the presentation is all about.

The Value of Relationship When it Comes to Rejection

Assumptions Customers Make on the Phone

First Impression Equals Customers Final Decision

Components of a Good Telephone Voice

- Pace of speech
 - a) Example
 - b) Acceptable words per minute
- Vocal tone
 - a) Conveying that we like our job
 - b) Believing in what you offer
 - c) Offering suggestions
- Clarity or articulation
 - a) Staying rational and calm
- Empathy
 - a) Keeping the focus on the customer
 - b) Active listening (hear, qualify and understand)
- Word selection
 - a) Closing word selection

Value of Role Playing

