

LINK MARKETING SOLUTIONS LTD
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IT'SEEZE NATIONAL CONFERENCE
MONDAY 24TH SEPTEMBER 2012

TELESALES

TOPICS

- ◎ **TELESALES – THE FEAR FACTOR**
- ◎ **MANAGING YOUR DATABASE OF LEADS**

TELESALES THE FEAR FACTOR



TELESALES THE FEAR FACTOR TOP 3 REASONS

FEAR OF REJECTION



TELESALES FEAR FACTOR

FEAR OF REJECTION

TO IDENTIFY THE NEEDS OF THE CUSTOMER
AND **THEN** MATCH THOSE NEEDS TO YOUR
PRODUCT AND PERSUADE THE CUSTOMER
THAT:

- > This is the product for him
- > This is the company to buy from
- > NOW is the time to buy (appt)

OPEN QUESTIONS

“A rejection is nothing more than a necessary step in the pursuit of success.” Bo Bennett

TELESALES THE FEAR FACTOR TOP 3 REASONS

LACK OF CONFIDENCE



TELESALES FEAR FACTOR LACK OF CONFIDENCE

PREPARATION

- PPP
- SCRIPTED OPENING
- OPEN QUESTIONS
- USPs – SPECIFIC WORDS
- ANTICIPATE OBJECTIONS

VOICE

- FILLER WORDS
- CONTROL – BE INTERESTED AS WELL AS INTERESTING

“No one can make you feel inferior without your consent.” Eleanor Roosevelt

TELESALES THE FEAR FACTOR TOP 3 REASONS

FEAR OF FAILURE



TELESALES THE FEAR FACTOR

FEAR OF FAILURE

STATS:

- 20 calls per hour
- 3 decision makers per hour (per 20 calls)
- 1:9 decision makers take appointment
- 1 appointment per 3 hours telephone work (60 calls)
- Headsets

“To do is to be” – Descartes

“To be is to do” – Voltaire

“Dobedoobedoobedo” – Sinatra

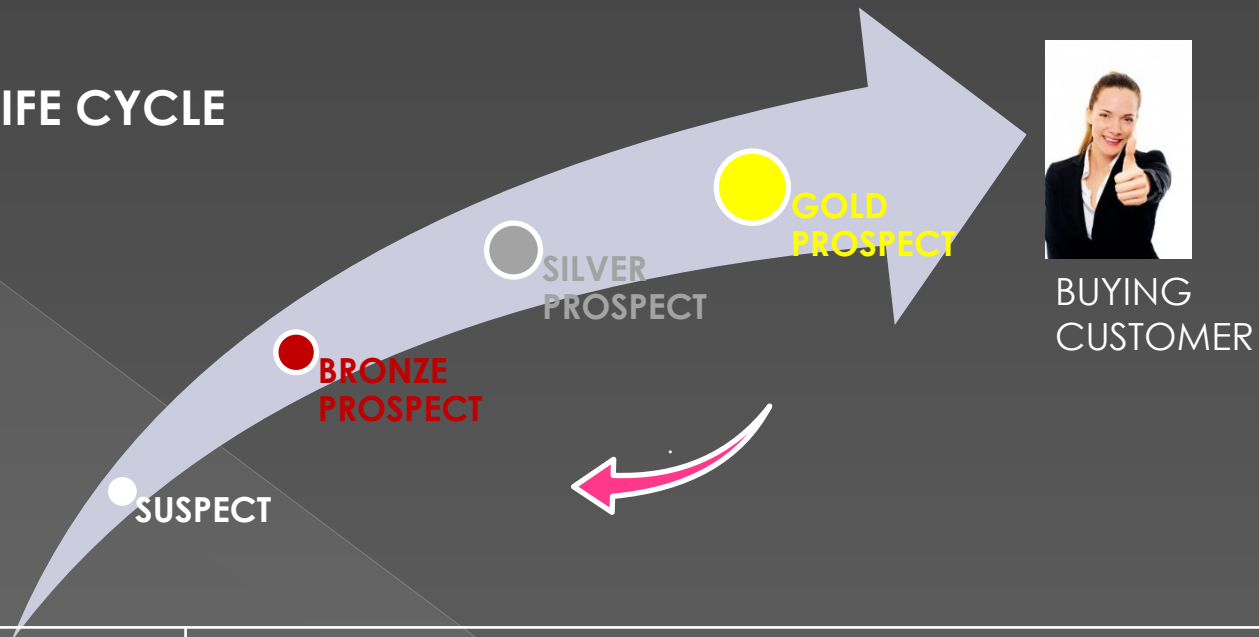
“Let me tell you the secret that has led me to my goal. My strength lies solely in my tenacity.” - Louis Pasteur



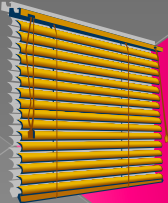
MANAGING YOUR TELEMARKETING DATA

TELEMARKETING OBJECTIVE

THE RIGHT PERSON AT THE RIGHT TIME

PROSPECT LIFE CYCLE



GOLD PROSPECT	KNOW they NEED a new website ACTIVELY LOOKING	
SILVER PROSPECT	KNOW they NEED a new website LETHARGIC	
BRONZE PROSPECT	DON'T KNOW they NEED a new website RESISTANT	
SUSPECT	DON'T NEED A NEW WEBSITE	

MANAGING YOUR TELEMARKETING DATA WORKING SMART

OVERLAID LOGIC:

- START UP AND PRE START BUSINESSES
- LOCAL MEDIA – COMPANIES IN TRANSITION
- PUBS AND HOTELS – LICENSE APPLICATIONS
- CHANGING INDUSTRIES – EG. DENTAL PRACTICES;
SECURITY COMPANIES
- SEASONAL FACTORS – RURAL BUSINESSES
- PRAGMATIC APPROACH – POOR EXISTING WEBSITE
- WIN WIN PARTNERSHIPS – STRATEGIC MARKETING
COMPANIES
- PUBLICITY; PROMOTIONS
- EMAILSHOT FOLLOW UP
 - Open rate 18%
 - Click through rate 4%

TELESALES

REVIEW OF TOPICS

FEAR OF REJECTION

NEEDS BASED SALES

LACK OF TELEPHONE CONFIDENCE

BE INTERESTED AS WELL AS INTERESTING
(NEEDS BASED SALES)

PREP

TELEPHONE CONFIDENCE – PACE

LETHARGY/ RESISTANCE

KNOW YOU WILL BE SUCCESSFUL WITH
NEEDS BASED SALES

MANAGING DATA

TRACK PROSPECTS TO PUT YOURSELF IN THE
RIGHT PLACE AT THE RIGHT TIME

WORK SMART - EMPLOY LOGIC WHEN PLANNING
YOUR CALLS

LINK MARKETING SOLUTIONS LTD QUESTIONS

