

Successful Phone Personality

ATTITUDE

Keep yours positive. Approach each call as if it is your first of the day.

ENTHUSIASM

Energy and excitement will move the prospect. Your enthusiasm will affect your environment. Show enthusiasm in your voice.

CERTAINTY

It is not what you say; it is how you say it. Do you sound convincing and believable?

PERSISTENCE

"Nothing in the world will take the place of persistence." Close one more time than your comfortable.

WORK ETHIC

Overcome call reluctance. Success comes from staying focused on the phone and making the maximum number of calls per hour.

HANDLING REJECTION

Telephone selling is not a natural human activity. You may receive more "No's" in an hour on the phone than other sales people received in a week. Yet, those who continue to prosper on the phone have found ways to insulate themselves from the rejection. Here are some of the methods they use:

1. Accept the fact that you will get no, many of them and then more.
2. Do not take it personally. It is not you they are rejecting, it is the offer.
3. The last call has absolutely no bearing on the next call. Your largest sales ever could be on your next dial.
4. Learn from each "No." Analyze exactly why the objective was not accomplished. Could you have done anything differently? Were you ready for the objection?
5. Place the next call. Do not dwell on the "NO."
6. Smile and laugh! Laugh at yourself and at the rejection. It is not personal so why take yourself or rejection so seriously
7. Remember your successes. The thrill of victory lasts a lot longer than the temporary sting of rejection
8. Re-emphasize to yourself that you are calling to HELP people, not to sell them something.