

Opening the Sales Call



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Course Objectives

Upon completion of this course, you will be able to:

- Prepare to open the sales call
- Describe the traits that help you to be successful when opening the call
- Explain the importance of building rapport
- Describe how to open the call using a consistent framework
- Describe tips for successfully opening the sales call

Module 1

Overview

PREVIEW

The Sales Process



1. Prospecting and Territory Management
2. Opening the Sales Call
3. Listening and Questioning
4. Presenting Solutions
5. Overcoming Objections and Closing
6. Cultivating the Relationship

Opening the Sales Call

Let's briefly review the sales process. First, you spend time prospecting and identifying qualified leads. Next, you do your homework and convince the prospect to meet with you. Now, you are about to meet face-to-face with this prospect.

This step, Opening the Sales Call, is about making a good first impression, positioning yourself as an expert and setting a positive tone for doing business.

In this course, you will have formats to follow, but the key is to use them as guides and to be yourself.



Opening the Call

In this course, we will talk about opening the initial sales call and follow-up meetings. In both types of meetings, you will open the call in a similar fashion.

You will follow the **Opening the Call** model, which shows the steps for an initial call.

In follow-up meetings, you will simply summarize what happened in the prior meeting, instead of making introductions.

However, in some cases, there will be new decision makers who attend the meeting. In that case, you will summarize as well as make introductions.

Opening the Call Checklist

- ✓ Introductions
- ✓ Agenda
- ✓ Overview of Your Company

Opening the Call Model

This is the model you will follow when you open a call.

Make Introductions

- Make sure you know the names and roles of everyone in the meeting
- (No time for small talk for today's busy customers!)

Confirm agenda

- Bridge from how you got the meeting (referral, idea, etc.)
- Confirm purpose of meeting and timing

Provide an overview of your company

Briefly summarize what your company does and present a mini case study (explain a challenge a customer faced, how you helped them, and the results the customer achieved).

Successful Traits for Opening the Call

The sales process helps us stay on track. That's one way to ensure success. Another way to ensure success is to demonstrate certain traits.

Successful salespeople are:

- Confident
- Sincere
- Engaging



Opening the Sales Call Agenda Practice

Which of the following are benefits of spending time planning and communicating your agenda? Click on the items to reveal the answer.

<u>Ensures the prospect will buy from you.</u>	INCORRECT
<u>Assures that the meeting will be customer-focused.</u>	CORRECT!
<u>Builds in the “advance to the next step.”</u>	CORRECT!
<u>Ensures that the customer won’t go on a tangent.</u>	INCORRECT

[Finished](#)

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Customer Motivation Practice

QUESTION 1 of 1

Scenario: You are responsible for telecommunications in your organization. Read each example and decide the level of motivation it illustrates. Click on the “?” boxes to reveal each answer.

Customers have complained because they couldn't get through on the toll-free line.	?
Some users are complaining about static on the line while using the current telecommunications service.	?
There was a price increase; however, it doesn't seem worth the trouble to change vendors.	?
You have discovered some billing errors.	?

Choices:
It's OK.
It's a problem.
The problem is growing.
I need to make a change!

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