

# TELEPHONE SKILLS CHEAT SHEET

**Chris Mullins, The Phone Sales Doctor™**

## **What's In a Name?**

*How do you feel when you go to a business meeting, meet a colleague you've known for years and that person can't remember your name when it comes time to introduce you to someone else? Not great, right? Our names matter to us, and it makes us feel good when others use our names.*

### **Each Caller Has a Name**

Your marketing is working, and the phone rings with lots of new client opportunities. That's great, but it's not enough. It's time to focus on your staff, everyone that answers the telephone. Get them excited about the phone each time they hear it ring. Get them motivated and looking forward to closing new client appointments. Coach your entire team—intake specialists, receptionists, case managers, salespeople, etc.—to think about each call, each prospect as a person, an individual, by name. Talk about your clients and prospects by name with your team, and bring them to life.

Many companies refer to their prospects as just PCs (prospective clients or customers), but it's critically important that you, the leader, teaches your team to think of all your prospects and clients as *people* you're helping. Focus on the real emotional pain that you identified during your conversations. Be sure they understand what sales is, how to answer objections, how to use a script without sounding like they are reading, how to close referral appointments, how to listen and how to follow up, all the while using the caller's name to keep the call personal.

You can't go wrong with coaching your entire team on telephone skills, sales and customer service relationship marketing. A long time ago I heard my mentor Dan Kennedy say, "Sales are made every day. Some will close—you or them. What's it going to be?"

Nothing ever happens in this world until someone sells something. And using a person's name will help you do that!

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