

TELEPHONE SKILLS CHEAT SHEET

Chris Mullins, The Phone Sales Doctor™

Calling for Dollars

Wouldn't it be great to know before you pick up the phone if the caller is a prospect or an established customer or client? There's an easy way to make that happen ...

Set Up a Marketing Phone Tracker System

The easiest, least expensive way to organize your incoming client and prospect calls is to set up a marketing phone tracker system. This is a web-based, automated, no-equipment-necessary system. The phone tracker system should be used for all your lead generation campaigns. All you have to do is publish your phone tracker numbers in your marketing campaigns that you've created for prospects. You can have a different number for your TV ads, radio, print, direct mail, etc. That way you know which phone number goes with which campaign, and you can easily measure if the dollars you're spending on marketing for a particular campaign are giving you a good return on investment.

Publish, market, advertise and teach your established clients or customers to call your main phone number so the receptionist at your business gets all the established client calls. They all ring to her/him; therefore, this person is trained on how to handle established clients utilizing a special script and special training because these, too, are sales calls.

All prospects will call a different number, and those calls are pointed to a different person or group of people to handle them. These folks focus on only prospect calls, and they get special ongoing training for that. They get scripts, and you record and monitor calls and give feedback. (Be sure to check the laws for your state with regard to recording calls.) Once a prospect becomes a client, they get a special client-only phone number to call to get the fastest service.

Exercise to get MullinSIZED: email beth@mullinsmediagroup.com to learn how you can use a phone tracker system in your business. Beth will hand deliver your query to Chris Mullins.

Weekly 5-Minute Video Email Coaching with Chris Mullins!

The Telephone Lifeline to Your Business

www.GreatBottomLine.com/fixmyphones

NEW! Weekly Monday Morning Role-Play Hot Seat

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