

TELEPHONE SKILLS CHEAT SHEET

Chris Mullins, The Phone Sales Doctor™

Breaking the News

It is never fun to be the bearer of bad news, but consistent constructive criticism is important to your business. You can follow my #1 Rule: Inspect What You Expect™, but if you don't follow up your inspection with a "Breaking the News" session with your team, your efforts will be for nothing.

Your Mindset Is Key

Let's assume for simplicity's sake that you have all the right people in place. You need to understand that how your team reacts to "breaking the news" regarding how they handle the telephone is critically important to the success of your message to them. Your mindset is key—whether you are the attorney, the dentist, the business owner, the CEO or the COO.

Here's what I find on a regular basis when working with clients: The business doesn't have a consistent system in place for how to use the phone for inbound sales opportunity calls. Or they had a system but don't follow it; or they had weekly Sales Drills™ but got away from it; or they had incentives but not anymore; or they have a phone script but don't use it—you get the idea.

It's up to you. Your team will follow you; you're the one that they want to impress the most. So, if you're burnt out, they're burnt out; if you're sloppy, they are, too; if you're not systemized, they're not; if you're late or making excuses, they know it and will do the same! Resentment is eminent. And if your attitude is "Hey, I'm paying the salary; I can do what I want," they'll get that message, too.

Success starts with you and your mindset: how you feel about yourself, your business and your future wealth. And it all connects to the telephone! You must make your phone, your sales efforts and your customer service (internally and externally) extremely important. Systemize and stick to it. Your team will follow. I guarantee it! Never give up. It takes time; it's an ongoing building process. Creating new behaviors is about making decisions, and then dumping old habits to make room for new ones.

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