

TELEPHONE SKILLS CHEAT SHEET

Chris Mullins, The Phone Sales Doctor™

Making Ghost Calls Work for You

*By now you know it's sort of a mantra with me: **Inspect What You Expect™**. This may sound ominous, but it's not—when you do it right. And getting it right is pretty simple ...*

Relationship Is Key

The educational portion of your business, the ongoing coaching and training you're providing for your staff must be based on relationships, communication and sales. How you treat your internal customers (your team) is how your team will treat your external customers.

So, when you tell your folks that you'll be doing mystery calling, or ghost calls as we call them in our phone sales program, they won't like it. Initially they'll be concerned, afraid, threatened or feel like you don't trust them and that you want to catch them doing something wrong so you can get rid of them or lecture them. (Check the laws in your state regarding recording calls.)

Any of the above reactions are normal, and you should expect them. If you've been focusing on your own mindset, however, it will be easier for your team members because of the success culture you've created. They'll still be uncomfortable, but it will be a little easier.

Don't back off or get nervous; remember, this is your business, and you make the decisions. You've got to monitor your staff daily. You've got to track your incoming calls and your outbound sales calls as well. The telephone is the single most important sales and marketing tool in your business for prospects, clients and referrals. Without the phone and good staff, in that order, you've got nothing! No matter how good you are, you're done.

Ease into this process. Explain to your staff that ghost calling is a positive program to help them become sharper than ever, to do even better than they already are, to enhance what they're already doing right. Notice what I just said: to enhance what they're already doing right. That's a better message than "We want to fix what you're doing wrong" or "We want to correct your mistakes."

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