TELEPHONE SKILLS CHEAT SHEET

Chris Mullins, The Phone Sales Doctor™

Your Most Important Tool

I know what you're thinking. "Chris, this is October, month 10, and you're going to tell me about the phone—again?" Well, surprise! I'm not. Well, not specifically ...

We're Talking About the "S" Word
Folks that aren't hired to be hardcore sales closers hate scripts. They hate the "S" word and the other "S" word—sales—because they don't want to be phony, to lie or to sound like a robot with no feelings or empathy. This is true for any business, so whether you are an accountant, an attorney, an acrobat or an architect (some "A" words just for variety), this advice about the "S" word applies to you.

You don't have to read the script word for word, but there are some very important words and sentences on your script for a reason. A script is a guide, a cheat sheet, a road map to guide you accurately to the next step while staying focused on what the sole purpose is: to close the deal.

Here's exactly what we teach our students to do when it's time to learn a new script. In fact, I do this myself. I use scripts all the time, but I don't sound scripted.

1) Get a recorder and read your script into your recorder three different times. Pick the best one, and then delete the others. 2) Listen to the recording every single day a minimum of three times per day for 10 consecutive days. That's while you fall asleep, while you're on the treadmill, while you're driving in your car. 3) After 10 days, test yourself. If your calls are recorded, listen to them. Did you leap ahead? If you don't have recordings, have one of your teammates do a difficult role-play with you. Also, record the role-play and listen to it over and over again.

Real sales athletes never stop role-playing or listening to their recordings or practicing new scripts. They do it daily to stay sharp, more often when they're trying to learn a new script quickly. Try this, and you'll lose your fear of the "S" word!

The Telephone Lifeline to Your Business
www.GreatBottomLine.com/fixmyphones

NEW! Weekly Monday Morning Role-Play Hot Seat
via Telephone Conference. For details, email: beth@mullinsmediagroup.com

CHRIS MULLINS BOOK:
Monkey Business for Today's Phone Weary Office
See/Hear/Speak No Evil and Take Fridays Off!
www.GreatBottomLine.com/monkeybusiness