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Q&A

CORPORATE COACH ACADEMY

By Dr Michael Heah



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Q Due to time and logistical constraints, I rely on my mobile phone to make my sales calls. Frankly, I am not good at it but I know if I can handle it well, it will make my life easier as good skills here can churn in lots of sales.

Very desperately, I need to brush my sales conversation fast as the nature of my products makes travelling very costly. What tips can you offer to be good in phone sales? - Unnatural

A You need to focus on improving the different aspects of your behaviour for phone sales as compared to face-to-face selling. Probably, this is the very reason why you feel you are not good at it because you can't get out of your conventional sales behaviour.

Bottom Line: Adopting a positive attitude towards phone selling is the starting point for your improvement. With this, you will perceive the person at the other end as someone positive speaking with you. Naturally, this will make you feel better even before you start the conversation.

Next is to improve your tone of voice to make it sound confident, friendly and enthusiastic. Add in a smile to add more colours to your personality.

Use a little humour here and there as a good strategy to get close to them. Be personal by addressing the prospect by his name. Show your enthusiasm, which is best felt when there is energy and high spirit in your voice.

Keep your conversation short and clear as most prospects usually have little time for chatter. Use a script first to practice doing this well.

Powerful Questions:

- Which areas do you want to improve in your phone conversation?
- What will tell you that you have



MAKING GOOD PHONE CONVERSATIONS

- improved in these areas?
- What do you know about yourself that can speed up your improvement?
 - What do you want to be aware of when speaking to someone on the phone?

GETTING VOICE MESSAGES HEARD

Q When a voice pops out from the voice mail asking me to leave a message behind, I often don't take it seriously. In fact many a time, I just hang up. I have this attitude where I feel I will be in a long queue of voice messages that no one will actually retrieve. To me, it's only a polite way of saying "no" to me and others. Do you think I'm right in my analysis? - Not Bothered

A says a lot about your self-confidence and persistence to clinch the sale. While there may be a little truth in what you say, in most cases, calls do get returned. Also, take this situation as an opportunity to differentiate yourself from others and impress the person that you are exceptional.

Bottom Line: Here are a few important practices you can apply when you have to leave a message

behind.

Do it with a powerful and impressive tone. Speak in a friendly and enthusiastic voice. When you leave behind your phone number, speak clearly and slowly, and repeat it. Before you end the call, state a day and time that you will be calling back. Leave your phone number too and remember to call back as promised.

Powerful Questions:

- What do you need to get rid of in your perception when leaving a message behind for someone?
- What do you want to impress this person with about you?
- What kind of behaviour will help you do this?
- What do you want to avoid doing?

Corporate Coach Academy is conducting a 2-Day Coaching Power Tools workshop on Sept 28 to 29. Call 03-62054488 or log in www.corporate-coachacademy.com. Read the 'Stories That Coach' at www.mikeheah.com

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