

Sales Tip 2

Effective Telephone Calling



The 3 Stages of the Telephone Call

Effective use of the telephone is a vital skill for many aspects of selling and telemarketing. A good understanding of how the call works will significantly increase the number of successful encounters.

The key to successful telephone work is to recognise that there are three distinct stages for the call. The *hook*, the *body* and the *close*.

HOOK

BODY

CLOSE

The *hook* is the initial statement intended to generate sufficient interest to move the conversation to the next stage.

The *body* of the call is the conversation itself.

The *close* is the desired action YOU want the prospect to take.

The first decision to make is whether to go directly from the *hook* to the *close* or from the *hook* to the *body* of the call.

If the purpose of the call is to contact a senior manager to qualify for potential business then there will usually be two stages to the call. Before contact is made with the manager there will usually be a gatekeeper in the form of the secretary. This is a great example of the two tactics, *hook* → *body*; and *hook* → *close*.

***hook* → *close* The conversation with the Secretary.**

The golden rule in this situation is not to sell to the secretary. The objective of the call is to speak to the manager. Hence the *hook* will contain the *close*, e.g. "Hello, can I speak to John please?" (The ensuing conversation will inevitably involve a series of questions from the secretary. This is the subject of a separate Sales Tip.

***hook* → *body* The conversation with the Manager.**

Once the secretary has put the call through to the manager there will be a specific *hook* for the manager. This is designed to transition smoothly from the *hook* to the *body* of the call. The purpose at this stage is to generate a conversation and not to close the manager on the next action. The *hook* can often take the form of a question.

If you would like to maximise the telephone skills of your telemarketing people please contact me on derek@dcaint.com to arrange a *Telephone Skills MasterClass*.