



Phone Selling Secrets OUTLINE

Part 1: Why Are We Here?

- The simple reason we are here is relationships. The service business is built on relationships... if you're lucky. If you're not it's based on transactions.
- This is why we need to use the phone instead of emails. Emails are transactional. Vendors process transactions. Service providers who get paid well do not.

Part 2: The Goal For Our Time Together

- To help you redefine the purpose and meaning of a telephone call between you and your prospects. Instead of a situation you are trying to steer to a desired result, you are entering into a partnership for a common goal.
- To understand that the prospect, your potential client, has all of the information you need. And to give you the tools and a simple framework to use the phone to get that information, to establish your credibility, to set yourself apart from your client's other options.
- The goal isn't to sell, it's to get them to want to buy. Big difference. Most salespeople charge their prospect. We want the prospect pursuing us.
- Understand that there's no right answer. I offer my advice and suggestion but your experience trumps all. Take this, try it, adapt it, make it right for you.

Part 3: Some Core Principles

- As crazy as it might sound, the goal isn't to sell. Actively selling means you will be perceived as a salesperson. That will create resistance. This business is hard enough already, so you don't need any more resistance.
- Since you're not selling, there's no such thing as an "objection." So you don't need to fear that they will popup. Objections imply that you are trying to take your prospect somewhere. You are not trying to get anywhere.

- So if you're not selling, what the heck are you doing on the phone with a prospect? You are looking for something... something called the truth. You need to figure out if what you have is right for where your prospect is trying to go. This is **key**. This removes the emotional crap we all usually deal with when we want to sell someone something.
- Don't ask questions that can be answered with Yes or No. Those types of questions don't tell you much. In fact, they usually lead to you *thinking* you know something when you don't.
- Get in the habit of putting yourself in the shoes of your prospect. If you can view what you are doing from **their** perspective, things will work out much better. This is MARKETING 101 but it is extremely easy to forget.
- You have no secrets. It's no secret that you're in business. It's no secret you offer services in exchange for money. Don't be scared of these issues (money, etc.). That's why you're in business! If you act like it's a secret, it'll hurt you.
- RED FLAG: If they "know what they want" you're in trouble. If you offer up what they want you are an order taker. They get paid less. Always question whether or not that's right for them. **YOU** are the expert in this not them. A LOT of your value is in the "figuring out the best course of action."

Part 4: Getting Them on the Phone

- I like efficient. And I hate phone tag or any kind of tag.
- The last thing you want to do is have to chase someone to make an appointment to speak. Chasing is not something you do. PERIOD.
- That's why I created a system that allows them to set an appointment **with** me.
- I use web-appointments.com. It's cheap, ugly, but it works.
- When someone emails, you mention that they need to setup a phone appointment. You give them the link to schedule. No phone tag, no chasing. If they show, that tells you something. If they **don't** show, that tells you everything.

(In advance of the call, you send them a "here's how I work" sheet or some equivalent. This deals with MONEY and makes sure they are qualified. See an example at: <http://www.artofclients.com/downloads/jlsummarysheet.pdf>)

- The point isn't following exactly what I have. Right now, I'm speaking to a wide range of service providers. This is about **process**. About designing a process that works for you. This is deliberate so things aren't left up to chance.

Part 5: Preparing Your Mindset

- Mindset is crucial. Probably about 80% of it.
- The funny thing is, I don't think mindset has much to do with your mind. It has to do with your **FEELINGS**.
- If you've ever felt like you're being controlled by your clients, like you have puppet strings on you, well **this** is the place you deal with that. Before you ever even talk with them. Here's the secret: **you don't need what they have. You can get it somewhere else.** The fact is, they can't get you **anywhere** else. Think about what that means.
- This is not motivational ra-ra here. This is the truth. You just have to act like you know it. It is no exaggeration that this will change everything about what is to come with your prospect and future client.
- Again, this is not about your mind, it is about your **feelings**. Mind interprets your feelings and makes decisions based on those. So here's a simple exercise you can use before you get on the phone:
 - Take 3 or 4 good deep breaths. That means deep in your belly. Most people's breathing is extremely shallow. This has severe side effects like disconnecting you from your power.
 - Imagine your bank account **full**, imagine your calendar packed with clients. Imagine all of your current and/or perceived needs "taken care of."
 - You're not doing this as part of a wishful thinking exercise. You're doing this to generate a feeling. What does it **feel** like when you imagine all of the success you want? This is the feeling you take into your phone call.
 - You are not trying to get hired, you are not looking for money. Your goal is to figure out if this client is right for you.
 - The right mindset isn't to go in as though you have nothing to lose, it's to go in as though you have nothing to gain. In other words, go in wanting nothing.
- If you are uncomfortable about selling on the phone, understand that by taking the focus OFF of any need to sell, then you reduce pressure. If you don't need anything you can't be rejected.

(The basic structure of the next 3 steps is based loosely on the books of Alan Weiss.)

Part 6: Focusing on the Target (Their Target)

- This is where you have to be clear about what you're doing. There's only one thing you should be focusing on at this point. And it has nothing to do with you. You **must** focus on your prospect and WHAT THEY WANT. (This

is where so many people go wrong. They don't talk about what the prospect wants, they probably don't even know.)

- The difference between the project and the goal. (*Give example of web designer. They don't want a website, they want what that GETS them. You're not selling a website, you're selling a path to SALES.*)
- **If you do not know the ultimate goal of your client you are screwed. PERIOD. That is the only thing they care about.**
- This is where questions become extremely important. This is why I created the How to Dig for Gold product. But here's a quick review. (Question askers are in control, etc.)

Part 7: What Does Success Look Like?

- You **know** their goal by now. Now we need to fill in the details. Details about how things will look if this project is successful. This is how we get the criteria we'll be judged on. In my experience, the general feeling is more important than exact specifics.

Part 8: How Valuable is the Reaching the Goal?

- This is where we start to develop the ability to transcend normal fee structures.
- You have to understand how valuable your contribution is to your prospect.
- Services don't have objective value. Value is totally subjective to your client. A heart transplant to someone who doesn't need a heart is a waste of money.

(This next step is extremely important. Mainly because you can screw up the entire thing if you aren't smart.)

Part 8: Attraction Basics

- People want what they cannot have. They are less interested in things that are easily accessible.
- To listen to your prospect and then rush in and say, "*I can do that. I can help you.*" is a **deal killer**. That relieves all of the tension. That puts the ball in their court.
- Put yourself in their shoes for a moment. You're talking to someone about your hopes, dreams, things you really want... and the other person says, "Sure, I can help you do that." Does that **increase** your attraction or decrease it? Is there more attraction to Christmas gifts **before** they're opened or after. Same thing.

- NOTE: Until you have the money, you are selling. Even after you have the money, you are selling. You're pretty much always selling. It's just that it doesn't look like selling.
- This is why being eager can kill you. Once you are eager, you have given up the most powerful position in deal making: the ability to walk away with no regret. It's totally a game. Fight it or use it.

Part 9: The Push-Back

- So instead of moving in for "the kill." You calmly take a step back and ask some more questions.
- *"So what do you feel the right course of action is here?"* (They'll either say they don't know, or they'll answer the question.)
- *"What makes you think that's the right course of action?"*
- *"What makes you think I'm the right person for this?"*

(CHOICE: Do you "think about it" or close the deal.)

Part 10: The Un-Close

- Understand I don't believe in closing ANYONE. If they don't pursue me and jump through some hoops, then I'm not going to pursue them. If you do, your long term interests with them will be damaged.
- This is the point where you end the call. *"Mr. Prospect... it's been a pleasure to speak with you and talk about this project. I have all of the information I need to see if there's a good fit. What I'd like to do now is give this some thought. I'll take what we've covered here and put together some ways we could go here. I'll forward those to you by _____."*
- *"Since we're already on the phone, let's schedule a quick follow-up for after you've had a chance to review what I send. At that point, I'll be happy to answer any questions you have about moving forward." "What date and time would give you enough room to review the material I'm going to send?"*
- If you have trouble spouting off numbers LIVE, then this is a way around it so you **don't** shortchange yourself or backdown because you're scared of rejection.
- If you quote fees or submit proposals, simply add a clause that mentions the terms of the agreement expire by X date. If the terms are agreeable but the timing is wrong for the prospect, give them the option to "freeze" the agreement for a certain period. All it takes is a non-refundable deposit of \$XX, provided it is received prior to the expiration date.

Part 10B: The Un-Close (I don't do this verbally)

like this, but it's an option to try.)

- If the situation is such that you want a quicker route to the next step, then simply move forward presenting what you offer and calmly and confidently state the fee.
- Then consider saying something like, *"I don't expect you to make a decision now. In fact, it's better if you don't. That way, we'll both have time to review today's discussion and make sure we both think this is a good fit. What time would work for you in the next week to have a short follow-up call to speak again and answer any questions you have?"*

Part 11: The Next Step

- Write this down: NEVER get off the phone without having the next step defined and agreed upon with your prospect. NEVER. This will prevent you from ever having to "chase" or "follow-up" or anything like that.
- Get the schedule nailed down before you get et off the phone: *"In 2 days, I'll send you information, we've scheduled our next call for _____. Is there any reason you can foresee that would prevent you from making a decision by then?"* So what's the next step here and when will that happen?
- If they buy, they buy. If not, they go on your newsletter list. (You **do** have a newsletter right? Ideally, you want to be communicating with them WELL before they ever have a need.)

Part 12: LIFE RAFT PHRASES

- If you get stuck...
- "So what do you think is the best next step here?"
- "Tell me more about that."
- "Is that going to be a problem."
- If asked "What do you charge..." "That depends, tell me about what your goals are for this project."
- Write this down: NEVER get off the phone without having the next step defined and agreed upon with your prospect. NEVER. This will prevent you from

The Point:

- The point here is that you have a process you lead the client through. You are not making all of this up on the fly. Trust me, I've tried that. You end up frustrated and it's much harder to apply what you learn to the **next** prospect that walks through the door. You are not selling, you are taking them through your process. That's it. No pressure.

Dealing With the MONEY:

- I've tried this two ways. Dealing with the money upfront and waiting to deal with it until the proposal stage. I find that in my market (small business) there are simply too many people NOT qualified enough to allow me to wait on the money issue. I've wasted a LOT of time on this.
- This is why I created the "here's how I work" sheet that deals with the money thing BEFORE I even get on the phone with a prospect.

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