

ACQUAINTANCE PHONE APPROACH

Remember, enthusiasm gets the customer excited to see what your presentation is all about... SMILE on the phone!

This approach is to be used only with people who you know, but not as well as the ones you contacted with the initial phone approach. When you are ready to call referrals you don't know at all, contact your manager first.

"Hi, _____, this is _____ calling... I'm not sure if (you remember me)/(my name rings a bell), but...(re-establish how they know you, etc.). The reason I'm calling is that I just started a great new job, and as a part of my training I need to do some presentations. It doesn't take very long and you don't have to get anything. Of course, if you see something you like you can get it, but mainly I'd really like to get your opinion."

"The reason I thought of you is...(explain - make them feel good)

Ex. You've always given me good feedback...

"So again I thought it'd be great to get your opinion...plus I thought you'd be nice enough to help me out."

"Anyway, the reason I'm calling today is I really need _____ more appointments before _____ and I was hoping I could stop by real quick _____ at _____, or would _____ at _____ be better for you?"

Remember; handle any questions or objections with confidence and enthusiasm.

FIRM UP

Get Address and Detailed Directions

Do you have a pen and paper? OK, again, my name is _____ that's spelled (spell it out); I'm putting you in my schedule for day at time. This appointment is really important to my schedule, so I can get (full scholarship credit/a full day's pay). So I'd appreciate it if you could jot that down for me, and if I see it on your fridge or on your counter when I get there, I'll enter you into a contest to win \$1,000!

Bye-the-way, will your husband/wife be there too?

YES or NO – (You guys are definitely going to want to see this together!)

What's your favorite kind of fruit? Great, I'll bring some (favorite fruit) for ya!

Oh, and this is going to sound kinda strange, but could you please have a slice of bread AND a bright shiny penny for me when I get there?

_____, I want to thank you in advance for meeting with me. Because of you, I am going to get a full week's pay/credit and hit my goal. The problem was last week someone cancelled last minute and I couldn't get paid/credit on that time slot so again, I wanted to thank you in advance for seeing me. While I still have you on the phone can you capture our appointment in your calendar/schedule. I can't wait to show you the product you're going to love it, most people get it. I'll see you at _____ on _____, bye.

High School Phone Approach

Hi can I please speak with _____? Oh hi _____, this is _____, I don't know if my name sounds familiar, but I went to (*name of school*) with your son/daughter (*say their name*). How are you? (*Build Rapport*) Well, I'm calling because I was hoping you could help me out with something I'm doing to strengthen my resume, do you have a second so I can run it by you?

Great! Well I have this great new job, where I get paid to do these quick presentations for people where all I have to do is just show you a few products and get your opinion on it. The best part is I get paid just to do it, so you definitely don't have to get anything. However if you do see something you like I'm obviously not going to stop you (hehe). Most people from (*name of school*) have been nice enough to help me out so I was hoping you would be too. I'm in this huge contest right now called a FAST START, it's really awesome and I still have 2 more openings to fill, so it would reaaaally help me out if you could SQQUUEEEZE me in really quick. Would (day) at (time) or (day) at (time) be better for you?

Great

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NEIGHBOR APPROACH

Hey, My name is _____, I live _____. How are you doing?
(Wait for response) Great, well, the reason I'm stopping by is cuz I have this great internship and the company I work for pays me to put on these short presentations. I'm new, and I'm not quite ready to see people I don't know, so I'm meeting with people I kinda know. The company pays me wether you get something or not. ALL THE NEIGHBORS HAVE BEEN HELPING ME OUT. I wanted to stop by real quick and see you. How does (day) at (time) sound, or would (other time) be better for you?

PREP SCHOOL/HS DIRECTORY APPROACH

Hi, is _____ home?

Hi _____, this is _____, I'm not sure if we met in person yet or anything but I'm a (*HS name*) alumni, I graduated _____ and a lot of (*HS name*) parents have been helping me out with something I'm doing to strengthen my resume, do you have a quick second so I can quickly run it by you?

Great! Well I have this great _____ job, where I get paid to do these quick presentations for people where all I have to do is just show you a few products and get your opinion on it. The best part is I get paid just to do it, so you definitely don't have to get anything. However if you do see something you like I'm obviously not going to stop you (hehe). Most people from (*name of school*) have been nice enough to help me out so I was hoping you would be too. I'm in this huge contest right now called a FAST START, it's really awesome and I still have 2 more openings to fill, so it would reeeaaally help me out if you could SQQUUEEEZE me in really quick. Would (day) at (time) or (day) at (time) be better for you?

FIRM UP

SAME DAY DEMO PHRASES

- I know you're really busy today, but I'm really in a jam right now, I NEED to get in one more demo today in order to stay qualified for the scholarship I'm working towards, so could you squeeze me in real quick @_____ or would _____ be better for you?
- If I don't get in one more my boss is going to freak out on me, please help me, I won't waist your time
- _____ just rescheduled and I have an opening for TODAY, can you squeeze me in at _____?
- I know you're really busy today, but I really need your help, you see I'm in this huge jam, I need to get in one more apt. today, I really appreciate your help, I won't waist your time, thank you so much, so would _____ or _____ be a better time to stop by?

Handling Phone Objections

It's important to remember two important points when handling phone objections:

◊enthusiasm is the key to persuasion without pressure

◊always end by offering a choice of two definite times

What's the product? What are you selling?

It's really neat things for the kitchen and outdoors. I know you have plenty of things like that, but I get paid just for telling you a little bit about it; and it really helps me out. So is day at time good, or would time be better for you?

-#2 What's the product?

It's cattle and livestock. I'll bring over some cows, sheep, and goats, you know, I'll try to not get too much hay on your floor... No I'm just kidding, it's just some stuff for the kitchen and the outdoors. I know you have plenty of things like that, but I get paid just for telling you a little bit about it; and it really helps me out. So is day at time good, or would time be better for you?

I'm busy... Call me later/next week/etc.

I can totally appreciate that, I am really busy with things as well.

This is really important to me though, because I'm in this huge contest and I need to get in _____ appointments by Monday/Friday.

How about I make you a deal, I'll stop by for just 15 minutes. If you don't see anything you like, or you have to go, or I smell bad than you can kick me out and it will still be really helping me out for school and everything.

So can you squeeze me in for 15 minutes _____ or would _____ better?

Could you call me back later and we will set a time.

I can definitely call you back, the only thing is I really need another _____ appointments for this week to get a full week's pay so if you could set something up now, it would mean so much to me. It's a really quick presentation. I promise I'll be in and out before you even know it! So how's _____ or would _____ be better for you?

-#2 Could you call me back later and we will set a time.

I can definitely call you back. When do you would like me to follow up again ("Tuesday")? When on Tuesday? Early morning or late evening ("late evening") You are sure you will be home then? Let me just write that on my schedule... You know what I'm actually available at that time. Since you know you will be free then how about I stop by for a few minutes then?

I already have Cutco.

That's great! How long have you had it? It will really help me out to meet with you and get your feedback. Plus as part of your guarantee I get paid to stop by and make sure everything is working correctly. So is day at time good, or would time be better for you?

I'm not interested.

That's great because you don't even have to be interested. Like I mentioned, I get paid just for seeing you, it's real quick, and you'll really be helping me out just by giving me your opinion on how I'm doing. Plus I'm going to be right in your area, so is day at time or would real quick time be better for you?

Can I have your number in case something comes up? Could you call me back before you come over?

I wouldn't mind doing that, but I'm in and out all the time doing tons of appointments and you probably wouldn't be able to reach me. If you think that time might be bad, why don't we set it for a time when you know you'll definitely be available Would day at time , or would real quick time be better for you?

Anything else unless a tragedy

That's great because that's exactly why you should see me... *(This will catch them off guard giving you enough time to think of what to say)*

How about you just say you came over?

I really appreciate your willingness to help me and I wish it were that simple but it is all on an honor code. The company has been very good to me and trusts me, so I have to be honest about my presentations. Like I said, I get paid just to show so it would really help me out if I can stop by at _____ or would _____ be better for you?

I'm leaving town.

Oh that's great where are you going? Can I come *(pause for effect)*, I'm just kidding. Well it would really mean a lot to me if you could squeeze me in for a few minutes before you leave. *(Pause, wait for response, if they don't agree schedule)* Oh then I will get in touch with you when you get back. When would be a good time to follow up?

Thought Joggers

?? Co-workers	?? Waitress/waiter	?? Maid of honor
?? Boss	?? Chef	?? Bartender
?? Partner	?? Cashier	?? Bridesmaids
?? Janitor	?? Dishwasher	?? Users
?? Security guard	?? Hardware store	?? Groomsmen
?? Delivery person	?? Truck driver	?? Singers
?? Administrative staff	?? Pharmacist	?? Plumber
?? Customer	?? Flower shop	?? Plays bridge
?? Parking attendant	?? Health spa	?? Plays bingo
?? Landscaper	?? Fast food restaurants	?? Plays poker
?? Coffee shop	?? Toy store	?? Church
?? Personnel manager	?? Dry cleaner	?? Plays pool
?? Salespeople	?? Student	?? Carpool
?? Boss from previous jobs	?? Repair person	?? Yoga
?? Lunch with	?? Movie rental	?? PTA
?? Most successful person	?? Theater	?? Hometown
?? Repair person	?? Realtor	?? School reunion
?? Copier person	?? Office supplies	?? College annuals
?? Likes nice things	?? Pizza delivery	?? Optimist
?? Inspector	?? Phone installer	?? Eat out with
?? Credit Union/banker	?? Pest control	?? Dancing with
?? Fired-up male	?? Bowl with	?? Daycare center
?? Fired-up female	?? Hunt with	?? Park
?? Federal Express	?? Golf with	?? From out of state
?? U.P.S.	?? Fish with	?? Has a truck
?? Delivers mail	?? Tennis with	?? Plays instrument
?? Owns business	?? Ski with	?? Lifts weights
?? neighbors	?? Soccer with	?? Beard
?? Job hunters	?? Baseball with	?? Little league
?? Friend's parents	?? Softball with	?? YMCA
?? Missed promotion	?? Football with	?? Apt. manager
?? Most likable	?? Bike with	?? Ambitious
?? Local Government	?? Racquetball with	?? Outgoing
officials	?? Swim with	?? Enthusiastic
?? Engineer	?? Jogs with	?? Trustworthy
?? New employee	?? Fire fighter	?? Hard-worker
?? Time keeper	?? Scout leader	?? Chiropractor
?? Operator	?? Barber	?? Nice smile
?? Payroll	?? Auctioneer	?? Works nights
?? Contractor	?? Photographer	?? Quit smoking
?? Mover & shaker	?? Guidance counselor	?? Scuba diver
?? Preacher	?? Musician	?? College
?? Nurse	?? Sister-in-law	professor/Teacher
?? Dentist	?? Brother-in-law	?? In management
?? Doctor	?? Father-in-law	?? Does odd jobs
?? Principal	?? Mother-in-law	?? Works second job
?? Teacher	?? Brother	
?? Coach	?? Sister	Friends
?? Gym	?? Father	Best Friend
?? Therapist	?? Mother	Family w/Child
?? Hairdresser	?? Cousins	Family w/ Children
?? Carpenter	?? Aunt	In sales
?? Mechanic	?? Uncle	Teachers
?? Car salesperson	?? Nephew	Twins
?? Gas station	?? Niece	In Multilevel
?? Police officer	?? Best friend	Soccer league
?? Painter	?? Farmer	Works over 60 hours a week
?? Roofer	?? Military	Little league
?? Book store	?? Babysitter	PTA
?? Dept. store	?? Sitter's parents	Church
?? Grocery store	?? Neighbors	Former church
?? Convenience store	?? Best man	

Ambitious
Has Whole Life
Has Life Insurance
Hobbies
Bowling League
Minister/Deacon/Priest/Rabbi
Relatives
Most Integrity
Most Trustworthy
Who you buy from
Gas Attendant
Doctor
Dentist
Chiropractor
Shrink
Best Smile
Bald
Works Nights
Works Swing Shifts
Church Directory
1st Person You See
Single Parent
New Baby
Security Person
Who You Call For Help
Last Person You See
Loaned you a Book
In-Law's Friends
Shipping/Receiving
Sales People
In-Laws
Smallest
Rides Bus/Train to Work
Prettiest Wife
Biggest
Coach
Scuba Diver
Old Babysitter
Nanny
Smoker
Quit Smoking
Parents of Children's Friends
College Professor
Softball
Recent Death
Engineering
Drives a truck
In Management
Carpenter
Does Odd Jobs
Works 2nd Job
Most Successful
Thrifty
Recent Promotion
Cub Scouts
Girl Scouts
Boy Scouts
Most Enthusiastic
YMCA
Apartment Manager
Postman
New Car
Best Salesperson
Most Likeable

Parent's Friends
Fisherman
Brother/Sister's Friends
Work Out With
Car Repair
Tires
Grocery Store
Pharmacist
Barber/Beautician
Dry Cleaners
Clothing Store
Furniture
On Crutches
Plumber
Electrician
Bought Car From You
Works in Restaurant
Recent Accident
Maid of Honor
Pick up Truck
Boss
Best Man
Deep Voice
In Wedding Party
You Vacation With
Plays Guitar
Red Hair & Freckles
Drives Expensive Car
Drives Small Car
Beard/Moustache
Childhood Playmate
Auto Sales
Day Care
Sent you Xmas Cards
Diet
Spa/Health Club
Lawyer
Works in Factory
Neighbors
Former Neighborhood
Where you Grew up
Your Education
School Reunion
Spouse's Friends
Secretary
Parent's Neighbors
Campfire Girls
Just Married
Most Attractive
Son Married
Daughter Married
Aunts/Uncles/Cousins
Parents
Most Noble
Best Personality
Ski With
Golf With
Play Cards With
Waitress
Eat Out With
Optimist
Lions/Elks
Church Choir
Stereo

Home Address Book
Principle
Post Office
Tells Jokes/Stories
Policeman
Fireman
In Hospital
Nurse
Owns Business
Lives Your Old House
Used to Work With
Bartender
Work With
Wedding Photographer
Swimmer
Lifts Weights
Sells to Your Company
Drivers/Chauffers
Talks a lot
Football Team
Blond Hair
Pilot
Bi-Lingual
Wrestler
Southern Accent
From New York
Ugliest ☹
Tennis
Drives a Van