

FREE SALES APPOINTMENT TRAINING

Presented

By

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Free Sales Appointment Training

- Easy to use and learn
- Quick to put into action
- Practical techniques that have been proven by working sales teams.

The appointment training you will find here is based upon the training I present to my working sales teams. We rely on these techniques to make sales appointments and achieve our sales targets.

The sales skills and techniques we use have been developed in real sales situations, not just classroom role plays. The training is effective because it's developed and refined by working sales people as opposed to sales training companies.

In these pages you will find 3 quick exercises that will start to change your sales appointment calls. You will see and hear the difference these 8 pages will make. When you've completed them look at what you can do next to continue learning and make your appointment calls even more effective.

The sales appointment call is presented here in 3 stages

- The introduction
- Questioning to qualify
- Gaining agreement to the appointment

There is much more you can add, such as appointment objection handling, and this is a great starting point on which you can build, and add more sales appointment training.

Who Should You Ask For

It's a cold call, you have limited information about the prospect you are calling, and your first words have to make an impact. The person at the other end of the line could be a receptionist or the MD of the company. If you're making direct sales and calling people at home, they could be the home owner, a house guest, or a teenage child.

So how do you ask for the person that could buy from you.

On a completely cold call I use an introduction along the lines of:

'This is Stephen Craine, I'm a sales trainer, and I wonder if you could help me? Could you tell me the right person to speak to regarding the providing of sales training to the company?'

If I think I may be speaking to the buyer I ask, are you the right person to speak to? The important word here is 'right.'

After many test and trails of different opening questions, I've found that the word 'right' is the best word to use. Everyone wants to be the right person, and it creates a positive start to the call.

Introduce Yourself Effectively

Prospects can soon get turned off and lose interest if you use too many words and don't get to the point. Whether they are at home or work, prospects are usually busy and want you to get to the point.

Once you have got through to the right person you want to clearly communicate two important pieces of information.

1. Who you and what your business or product does.
2. Your reason for the call.

No waffle, no asking, 'How are you today?' You don't know them yet, do they really believe you're interested in how they are today? Tell them who you are and why you're calling.

The most important piece of appointment making training I can give you is:

Make the reason you're calling a big possible benefit for the prospect. This is the reason why they should carry on with this call. You don't need to give all the details of why it's a benefit, just enough to grab their attention and keep them talking to you.

Have you ever received a sales call from someone that wants to make an appointment with you, and they say they are calling because they are going to be in your area. Is that a compelling reason to listen to what they are selling?

In your introduction stage of the appointment call give your prospects a really good reason to listen to you. Give them a possible benefit to meeting with you.

Okay. Now it's your turn. Complete exercise 1 and start building your new introduction.

Exercise 1

Write your appointment call introduction:

- How you ask for the right person to speak with.
- A brief introduction of you and your business or product.
- A fantastic reason for your call.

Say it first, make sure you're happy with it, then write it down.

This is a very brief introduction to sales appointment training that I use with my sales teams in my role as a sales manager and trainer. All the appointment making techniques have been tried and tested on real sales appointment calls.

The full sales appointment training course that I use to train my teams is a 62 page sales training workbook course. It takes you step by step through building an effective introduction to your sales appointment calls, and there is a full section on dealing with receptionist and gatekeepers that stop you getting through to the buyers. Take a look at what it will do for you at <http://www.sales-training-sales-tips.com/cold-calling-techniques.html>

Questions To Qualify Your Prospect

You've got through to the right person, and you've introduced yourself and given a great reason why you're calling.

The next stage of the call is to ask questions to find out if the prospect can actually buy from you. You now want to qualify this prospect as someone that you want to meet with because you could sell to them.

When I train sales people on telephone appointment making I hear questions that are just not needed. When they come off the call I check with them on the information they have and find they often don't have all that they need to prepare for the appointment. This is all due to poor preparation.

Exercise 2

Now it's your turn again. To prepare for your appointment calls make two lists of information that you will seek to get from the prospect.

List 1:

What do you need to know to make a decision on, whether the prospect can buy from you, and is it good use of your sales time to meet with them.

List 2:

What would else would it be good to know to prepare for meeting with this buyer, or for future calls with them.

List 1 will include information such as: Are they in a financial position to buy, are there any obstacles that can't be overcome now such as already being in a contract. It will also include establishing a need for the product or service you sell.

List 2 should include: Information on Details of how, or if, they currently fulfill their needs related to the product. User information such as how many use it, how often, what would they like to change.

I train my sales people to use a list of information rather than a list of questions.

If you ask questions like a survey or a questionnaire your prospect will soon become bored. Have a list of information and tick off and write down the qualifying information that they give you while using open conversation.

Many people struggle to get from the introduction stage of the appointment call to the questioning stage. Often prospects will throw in a sales objection here because they don't want to move forward with the seller.

There is a simple technique you can use to motivate prospects and get t move them to move with you to the questioning and qualifying stage of the call. Once you get them moving on from the introduction stage you are on your way to winning the appointment and making a sale.

Learn how to motivate buyers to answer your questions in the workbook training course called How to Make Sales Appointments, by opening <http://www.sales-training-sales-tips.com/cold-calling-techniques.html>

Gain Agreement to the Sales Appointment

When I get new sales people to train on making appointments they sometimes approach this stage of the call in the same way they close a sale.

My advice: Don't.

When you close a sale you are asking for a decision. That means you get a yes or no answer. When you try to gain agreement to a sale appointment you want to avoid any decision making. That way you will avoid any negative responses.

A good sales training guideline is: If you don't like the possible answers don't ask the questions.

To gain agreement to a sale meeting you want to use a few simple lines that say:

- There is a possibility what I can offer you will be of benefit to you
- So I can show you / tell you more information let's arrange to meet
- Then you will have enough information to make an informed decision on whether to purchase the products / services I can provide now, or in the future.

As with all the sales training I present you now need to put the above into your own words. Form a few sentences that communicate the 3 points above in the best way for your sales prospects. Remember you are not selling on your appointment calls. You are making sales appointments.

Now ask the question that will gain their agreement to a sales appointment.

Remember we said you are not asking for the appointment directly. The question you should use to gain commitment to the appointment follows on from the 3 points above. The above points give a logical reason why they should meet with you. So all you do now is ask them when. You are presuming they have seen the possible benefits and will logically conclude that they should learn more information, without committing to buying at this stage.

A good question to tag onto the above is: I can meet with you on Friday, are you available then?

If the answer is no, they are saying they are not available on Friday, not that they don't want to meet with you. For them to say they will not meet with you they will have to stop the direction of the conversation and go against the logical path you have followed.

So now for your last exercise in this free sales appointment training. Write out your sales appointment agreement gaining question.

Include the 3 bullet points above and the agreement question. Use your own words and phrases, and aim it at your prospects.

To get you started here's one that I use when arranging meetings with my future clients.

From what you have said, the training on making sales appointments can increase your sales results and make selling easier and more enjoyable for your sales team. It can also give them that professional confidence on the phone that you mentioned earlier.

To show you the course in detail and explain how it can work for you, we can arrange to meet and then you will have all the information you need to decide if you want to include the course in your team's sales training now, or in the future. Are you available on the 23rd?

Look At How Much You Have Changed

You've completed just 3 simple exercises.

Followed a template at each stage, but used your own words to make your sales appointment calls specific to your prospects.

Compare what you have written and can now use, to what you used to say on your appointment calls. Put all 3 exercises together and you have the basis of a great sales appointment call.

This is only the beginning. Imagine the effect of a full sales training workbook course.

The more sales training you learn the more appointments you will make and the more money you will earn. When sales people invest in their appointment skills you will see them gain:

- Great confidence on the phone
- A sales diary full of potential money making appointments
- More time spent selling and less time making appointments

And the best benefit of all, they enjoy making sales appointment calls.

You can invest in your sales appointment skills with the workbook course I use with my sales teams, and enjoy the same success they have, by opening <http://www.sales-training-sales-tips.com/cold-calling-techniques.html> Available as an instant download, so you can start increasing your sales appointments today.

I wish you the success you deserve because of your investment in yourself.

Best wishes

Stephen Craine

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