

FOLLOW-UP CALL

Initial context : You already had an appointment with your prospect. You made a written proposal to your prospect. You expect a positive answer, or at least to make the sale going on.

Objectives

- Increase signature rate
- Pass through assistants
- Create a favorable relational climate for a cordial talk.
- Positive close: Buying agreement or a mutual progression

Concerned people

Sales person – Product manager.

Knowledge required

Sales abilities.

Duration

From 2 to 3 days, possible to be individually coached

Pedagogy & Practice

- Simple work methods & tools
Experience shared between participants
- Studies of already encountered situations
- Simulation and filmed role-plays
- Self-evaluation form

Know-How acquired

Understand common follow-up calls-related mistakes.

Difficulties about follow-up calls : Will to sign too quickly, aggressive attitude, etc.

Attack strategies

Do you have to target the final decision-maker ? Need to consider the prospect's decision network. - The Top-down approach – The Down-up approach – When call back – The interest of being punctually supported. Follow-up strategy tool: sale actions plan.

5 steps to write a phone storyboard

Capture – Know – Convince – Control objections – Close

Capture – first sentences

The catcher : How to briefly catch the talker's attention?

Techniques to possibly go through assistants

Practice: Creation of catchers and real-life working situations.

Know – How to prepare sale with questions?

Why raising questions? – Do we really have time for this ? A question: what do you think about our proposal ? Possible other questions

Practice : Prepare specific questions to your firm.

Convince – Build an impacting summary of your offer on the phone

EBCD method – (Expectation, Benefits, Characteristic, Demonstration)

Short testimonial

Learn to build a speech which highlights differences between all your offers : a competitive analysis tool

Practice: Build your specific tools - overviews

Counter - Integrating objections

Great an objection? – Technique to deal with objections over the phone

How to be sure there is no blocking objection?

Practice: Build your specific tools - overviews

☞ **Close**

How to get naturally a decisive answer from your talker ?
Back-up plans : How to conclude flawlessly a phone call if the decision fails ?

☞ **Good follow-up calls attitudes**

How to create a good climate to talk? – Your physical and mental attitude
Practice : Role-plays

☞ **Managing difficult situations**

Announce tactfully changes (lead-time – price – quality)
Practice : Call Simulations.

☞ **Manage your stress**

Anti-stress techniques - Practice: Role-plays.

☞ **Setting up a personal action plan**

Self-analysis and diagnosis: strong/perfectible points. Improvement objectives.