Smart Calling
How to Eliminate the Fear, Failure, and Rejection from Cold Calling

ART SOBCZAK’S
BUSINESS BY PHONE™
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Presented By

Headsets.com
“America’s Headset Specialists”™
The Fundamentals of Smart Calling™

The Smart Calling™ Strategy and Process

- **Pre-Call Planning**
- **Pre-Communication**
- **Opening Statement**
- **Questioning**
- **Recommendation**
- **Commitment For Action**
- **Wrap and Set up next action**

Your Selected Prospect:
Pre-Call Planning

Do Your Smart Call Research

Sources of Info

“Systematize” Your Intel Gathering
You CAN do research and still keep call volume up. Determine what information you need, and the best places to get it.

Typically Smart Call Information Falls Into These Categories

- Facts- who, what, where?

- Situational- trigger events, changes, initiatives

- Personal- professional, and social
Do a “Social Engineering” Call
Getting information from other people within the prospect organization

The Social Engineering Process

1. Identify Yourself and company
   “Hi, I'm Pat Seller with __…”

2. Ask for HELP
   “I'm hoping that you can help me …”

3. Get names if you don't have them
   “I'm looking for the name of the person there who…”

4. The Key to Success: Your Justification Statement
   “So I’m better prepared when I speak with him, there’s some information you probably could help with . . .”

   “I want to make sure that what I have is of interest to him . . .”

   “I want to be sure that I'm in the right spot there . . .”

5. Ask your questions
Identifying Possible Value Propositions and Buying Motivators

What YOU Believe Is Value, Might Not Be for Them

Value is Different at Different Levels

Value is Only Value, if They Perceive it to Be, at THAT VERY MOMENT

Forms of Possible Value/Buying Motivators

_Pain and Gain_

As it relates to the results of buying from you for this person/organization, what pain would they potentially avoid?

What might they/the company gain?

How might you otherwise help them personally?
The “Easy” Way to Provide Possible Value

We make it easier for firms/individuals to _____.
We cut down the amount of time it takes to _____.
We help eliminate the task of ______.
We cut down on the hassle of ______.
We lessen the stress of ________________.

How might you help provide "Easy" for your prospect?

Cutting Costs to Provide Value

...cuts the costs of...
...reduce expenses on...
...trim the fat from...
...lower the payments on...
...lessen the...
...control the costs of...
...reduce interest rates on ...
...eliminate the waste in...
...minimize the number of ...
...prevent increases in ...
...pay less for...
...get discounts on...
...increase the amount of ____ you get, for the same price you’re paying now.
...reduce spending on...
...delay increases in...
...consolidate the bills for...
...take advantage of credits for...
...reduce debt...

How might you help cut costs for your prospect?
How Are You Different?

“What sets us apart is ________.”

“What makes us different is ________.”

“Something that you’ll get from us that no one else offers is ______.”

How are you different, in possible value terms, for prospects?

"Social Proof": The Value You Have Provided to Others

What specific results have you provided to similar prospects?

Buyers perceive value as a RESULT of owning and using your product/service. The value is in the outcome -- not the product/service itself. They become interested, and buy, because they see a photo of the end result, with themselves in the picture.
Set Call Objectives

Primary Objective
Defined as, “What specifically do I want this person to DO as a result of this call, and what do I want to DO as a result of this call?”

Secondary Objective (never be rejected again!)
At minimum, what do you desire to accomplish on this call? (You can and should always accomplish something on each call. This ensures you are never “rejected.”)

Building the Smart Call™
Your Primary Objective

Your Secondary Objective
Pre-Communication

Smart Call™ Process
Pre-Call Planning
Pre-Communication
Opening Statement
Questioning
Recommendation
Commitment For Action
Wrap Up and Set Up Next Action

Voice Mail Tips

- Do not expect your calls to be returned.
- An effective voice message is almost identical to your Interest-Creating Opening Statement.
- The objective of voice message is to pique their curiosity with a hint of possible value.
- You want whomever you are contacting to eventually take your call when it is announced by an assistant; or perhaps when they see your company name on caller ID.

Working WITH Screeners, Gatekeepers, Assistants
Rule Number One: Treat them like you would a buyer.

Rule Number Two: See Rule One
The Interest-Creating Opening

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Call-Killing Opening Statement Mistakes

Two Objectives for Your Openings

- To move your prospect into a positive, receptive frame of mind to participate; and,
- To move them to the questioning phase of the call and begin to get them talking.
The Smart Call™ Opening Process

1. Identify yourself and company
“Hi, I’m Pat Seller with …”

2. Use Your Smart Call Intelligence
“I was speaking with _______ and she mentioned that you are now______.”
“Congratulations on the _______ I had read about in ________.”
“I see that your company is now going to ______.”
“I understand that one of your major initiatives for the year is _____.”
“At your website I had seen________.”

3. Hint at Your Possible Value Proposition
“We specialize in working with ______, in helping them to ______.”
“In working with other ________, we have been able to help them_____.
“With other _______ in the same situation, we have been able to ______.”

4. Suggest More Possible Value, Contingent on Moving to Questioning
“I’ve got a few ideas that might be of some value to you regarding____, and I’d like to
ask a few questions…."

“We might have a few options that could possibly be a fit for you as well. If I’ve reached
you at a good time, I’d like to ask a few questions to see if I could provide you with some
information…”

“We’ve been able to repeat these results with over ___ companies, and with a few
questions we could determine if it would be worth it for you to take a look at some
information…”

“Depending on where you are with____, we might have some options worth taking a look
at.”
Opening Statement Examples

“Hi Dr. Moeller, I’m Stephen Drury with Smile Marketing. I noticed the coupons you are running in the school paper, and spoke with your office manager about some of the marketing you are doing to build your practice. We have helped other pediatric dentists cut their cost of new patient acquisition by an average of 50%, while increasing their number of new patients by 25% within six months. Depending on what your goals are, we might have a few options worth taking a look at.”

“Dan, I’m Karen Browning with Integrated Software. I was at your website and downloaded your report from the new book on managed healthcare. In speaking with Kelly, your marketing assistant, I understand that you’re exploring options to streamline the steps it takes to do your online follow-up with those types of leads. We’ve had a few other publishing clients who were using five to ten different programs to manage the various aspects of their online marketing and sales. We’ve managed to replace all of these programs with just one, cutting their software costs, saving hours of time, and in some cases, doubling their online book sales. I’d like to ask a few questions to see if this might be something worth taking a look at.”

“Heather, I’m Kyle Johnston with Personnel Solutions. I saw your Twitter posting mentioning how many unqualified applications you had to go through the other day. We specialize in reaching high-level managers in your industry who otherwise might not be looking for positions. Recruiters who use our career postings tell us that the candidates they attract are better-qualified -- which saves them hours per week by not having to deal with applicants who would never be considered.”

“Hi Jack, I’m Zack Krandle with Hometown Construction. In reviewing some of the reports from the city permits department, I came across some of the properties that your firm manages. We have a good relationship with the inspectors here in town; we know their tendencies, and specialize in working with landlords whose properties failed building inspections and fix them so they pass. If this is a good time, I’d like to ask a few questions.”
Here are a few more:

“In reading your company blog, I saw that there have been some challenges with customer deliveries over the past few months. We specialize in working with businesses that ship with UPS, Federal Express and DHL, helping them take advantage of the guaranteed refunds the carriers offer for late delivery. We’ve been able to help most of our clients get refunds ranging from a few hundred to thousands of dollars per year, depending on shipping volumes. If I’ve reached you at a good time, I’d like to ask a few questions to see if it would be worth our while to talk further.”

“Mr. Prospect, I’m _____ with __________. I was speaking with your business manager and understand that a growing part of your non-insurance business is paid by credit card -- and you’ve recently had your transaction fees raised. We’ve worked with a number of auto repair shops, by helping them cut some obscure credit card processing fees they weren’t even aware they were paying – thereby allowing them to keep a greater percentage of every ticket. We might be able to do the same for you; I’d like to ask a few questions to see if I could provide you more information.”
More Smart Calling Resources for You

Free email sales tips every week, and Top 10 Dumb Cold Calling Mistakes special report:  www.BusinessByPhone.com

More tips every week at the Smart Calling Blog, www.SmartCalling.com

See a video about the Smart Calling Course: www.SmartCallingOnline.com/sca  To get a $20 off webinar discount, enter the word “smart” on the checkout page

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