



## **Moving From Tele-marketer to Tele-Master** *Using the Telephone to Sky-rocket Your Sales*

A Tale of Two Callers. I met a gentleman at a trade association meeting last summer. He wanted to know how to make a lot of money in his one-man business. I told him to get on the phone and start making calls. Seven months later we saw each other. "How's it going?" I asked. "Well, I haven't been calling. I'm just not ready to get on the phone and make those calls." He has what I call, "Analysis Paralysis." You know, it's the "Ready, Aim, Aim, Aim..... Syndrome." His business is almost non-existent. Another friend asked me last year how much more time it would take before he started seeing results. He had barely been calling for three months. I said, just wait it will come. How do I know?

Whether I am sitting in the lobby of a rustic lodge in Ontario, or networking around the breakfast table at the Hilton in Portland, Oregon or leading an Executive Roundtable in St. Louis, I often get into the same conversation after a full day of training and speaking. One or more of the executives stops by to talk with me and the conversation turns to success in marketing and sales (it usually does). He/she asks me how you build your business from the ground up? What techniques can they use to get their name out in front of prospective clients? What types of marketing should they rely on primarily? What could they do to get their business in front of people? I speak from my own experience and say, with a gesture to my ear, "I call prospective clients on the telephone. I call between 20 and 30 people each day and it has sky-rocketed my career."

I don't call myself a "tele-marketer." The name carries a negative connotation with it. I believe I have mastered telephone marketing and sales, though. It must count for something to go from making nothing to earning an annual income of six figures after just two years of calling. Did you know that you can do this, too? Did you know that you can move beyond from being a tele-marketer to a successful master of the telephone? It will have you selling to become indomitable. Did you know that there are subtle differences you can apply today and watch your sales and career sky-rocket in a matter of a few months? The differences are in moving from being a tele-marketer to a master of the telephone....a Tele-master!

Tele-marketers ask how you are doing. Tele-masters ask for help. The first thing to say when someone answers the phone is: "Can/Would you help me, please?" This will almost always get the "Gate-keeper" (the person hired to keep telemarketers from reaching the

decision-makers) on your side. In my experience of being on the receiving end of tele-sales calls, most superficial sales people start out by asking how I am doing or what the weather is like. What a waste of time! I have found that most business people are too busy to tell a total stranger how they are doing. They don't have time to discuss the weather. But I saw a terrible automobile accident the other day and almost everyone was getting out of their cars during rush hour to help the victims. No matter what our priorities are, we like to set them aside to help other people.

Tele-marketers ask you to do them a favor. Tele-masters work with you. The second thing to say is: "What do we need to do to get in touch with \_\_\_\_\_?" Notice the "we" in that sentence. I have found that it is hard – almost impossible to argue with someone who is on your side. You need to get the people you are talking with to work with you, not for you. The idea is that the Gatekeeper is now working with you (who they are helping now). They are usually eager to connect you with the decision maker. Once I get to that person, I use the same approach when talking with the decision-maker. "How can we make your next event the best ever?" Or "What would you say we need to do to make sure the past mistakes aren't repeated?" Again, it's hard to argue or hang up on someone who is on your side.

Tele-marketers tell you about themselves and what they are selling. Tele-masters ask about you. Ask any audience what most people like to talk about and they will tell you – themselves. We all love to tell our story; to describe our situation; to relate to others by telling our side of the story. Learn to engage your prospective client in telling about themselves. You do this by asking great questions. Ask questions that don't require a "Yes" or "No" answer. Ask great questions that get the person to tell their story. Ask, "What product have you been using?" "What are the results of your latest training event?" "What is your competition doing to take your business away?" "What are your customers like?" Ask, "What if I could solve your greatest problem in business that keeps you up at night?" Get the client to tell you what they need before they ask you what you are selling. Then you can tell them whether or not you can meet the need. How can they refuse you if you have exactly what they just told you they need?

Tele-marketers persuade. Tele-masters partner. We all like to feel in control and buy things that we like. No one got up this morning and said, "I hope someone tries to sell me something today." But almost everyone got up with the desire to buy something. We buy for many reasons. Hollywood and the advertising geniuses who write all of those television commercials and magazine ads have convinced us that we aren't smart, attractive or successful unless we are buying something that we really need. But I have noticed that most telemarketers that call me go right into a sales pitch. Nothing could turn me off more! I don't want to be sold. It leaves me feeling powerless and that I am getting suckered in by a slick script (which is usually being read to me rather than spoken from the heart). Tele-masters do have a script they work off of, and if they are great tele-masters, you don't know that they are using it.

Tele-marketers Focus on Numbers and get Frustrated. Tele-masters Focus on People and get Results. Telemarketers know that the name of the game is getting their call numbers

up. They use a formula that says that X number of calls = Y number of potential clients = Z number of actual sales. They are right in their numbers. Tele-masters though focus on people's needs and they know that the more needs they meet turns into more business through great referrals. Sure a great tele-master sets numerical goals, but he/she know that the bottom line is making a difference in people's lives and that gets results that can't just be measured by a simple equation. I set goals every day I call potential clients, but I measure myself against how many lives I change through sharing myself with them through the phone and in person when I speak. This keeps me from getting as frustrated as I once did when I just focused on the numbers.

Tele-marketers move on to something else. Tele-masters build a fulfilling, life-long career. I've known many tele-marketers in my life. Most are doing the job because it pays them for making many, many phone calls. I've known only a few tele-masters. My friend, Joe Bonura is one of the best. He said to me four years ago that not many people are willing to put in the time and effort it takes over the long haul to build a career out of telephone sales. He is right. In fact in a study conducted by the National Retail Dry Goods Association it was revealed that unsuccessful first attempts lead almost half of all sales people to quit:

- 48 percent of all sales people make one call and stop
- 25 percent of all sales people make two calls and stop
- 15 percent of all sales people make three calls and stop
- 12 percent of all sales people keep calling and calling and calling...They make 80 percent of all sales.

I have been asked by many aspiring sales people what they need to do to sky rocket their career quickly. "It won't happen quickly," I tell them, "but if you put in the effort, you can see results in about 3-6 months." If you keep up at it, you can be making a great income in under two years. I know because it happened to me.

Oh, my friend that had only been calling for three months... "What happened to him?" You ask. He is seeing phenomenal results. You will too.

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