



Strategez for Growth presents....  
**Selling your Services!**  
**Kick butt sales course for non-sales people**  
**Landing clients and getting results!**

## **Bonus Workbook**

# **Handling Incoming Enquiries**

# Contents

Contents.....	2
Bonus – Handling Incoming Enquiries .....	3
Selling a Service .....	4
The Seven P's of Marketing .....	5
Telephone Communications .....	6
Be prepared .....	6
Have a process to follow .....	6
Email Communications .....	7
General considerations for email communications .....	7
Sending effective emails .....	7
Responding to Price Enquiries.....	8
Handling price enquiry phone call.....	8
Handling an email price enquiry .....	9



# Bonus – Handling Incoming Enquiries



# Selling a Service

Unlike selling a product, selling a service is intangible. Prospects and customers can't necessarily see, touch, taste or feel your service and it's not something they can try out or test in advance. In a prospective customer's mind, buying your services is a perceived risk as they have to make an assessment whether or not to do business with you based on their interactions they have with you.

So before they buy, they want to know the following:

- ▶ Is the service going to give me what I want? (functional)
- ▶ Am I going to pay for something which will give me the outcomes I am looking for? (functional)
- ▶ Is this the right thing for me to do? (psychological)
- ▶ Should I do something else? (social)

What separates your services from another? It's you and your brand. A question a prospective buyer will ask is, "Do I trust you and your brand?"

## Your brand

There are three aspects to developing you and your brand.

1. Your value proposition by clearly articulating what you do and the results you get from providing your services.
2. Differentiation which creates a clear point of distinction so that prospective customers can compare and contrast their options based on your unique approach, expertise and personality.
3. The buying experience which is how you interact with them and the opportunity for them to experience your values, expertise and personality.

Simply put, it's creating a 'Circle of Trust' so that people want to buy from you.



People will quite often buy a service based on emotions not logic because it is difficult to logically compare one service provider to another. This is why understanding how people buy and meeting them where they are on the Bi-Sell-Cycle™ before you start to sell, is essential to successfully landing them as a customer. The buying and selling wheels need to turn together. If they don't, chances are you will lose the sale.

## The Seven Ps of Marketing

The seven P's of marketing have an influence in the buyers mind because buying a service is a high involvement decision. A prospective customer will also consider the following when making buying decisions.

**P**roducts and services

**P**rice

**P**lace

**P**romotion

**P**eople

**P**rocess

**P**hysical evidence

Building confidence in your prospective customers is what will help you overcome these important questions.

- ▶ Yes - your service will give them what they want (functional)
- ▶ Yes - your service will give them the outcomes they are looking for (functional)
- ▶ Yes - this is the right thing for them to do (psychological)
- ▶ And yes – this is going to be accepted by their peers (social)

After all, prospective customers want to deal with a reputable company. How you handle incoming enquiries will define if they trust you enough to want to talk to you more about their problems and opportunities (needs).



# Telephone Communications

## Be prepared

When taking an incoming sales enquiry, be prepared.

- ▶ Have an objective in mind to either form a relationship, make an appointment, send them a quote or proposal, or get their contact details. Make the call count.
- ▶ Have any scripts, price lists, appointment diary or anything else you need to help the enquiry go smoothly.

## Have a process to follow

- ▶ Answer the call within 5 rings if possible
- ▶ Smile, not just with your mouth, with your eyes too
- ▶ Have a standard greeting that everyone follows
- ▶ Redirect the call quickly if appropriate
- ▶ Listen carefully to the enquiry using active listening skills
- ▶ Watch your tone and body language and match your style to the person calling
- ▶ Start the Bi-Sell-Cycle™ if appropriate
- ▶ Handle any objections if they arise
- ▶ Remember what your objective is and ensure you meet that objective
- ▶ Before hanging up, confirm what was agreed
- ▶ Thank them for their call



# Email Communications

## General considerations for email communications

- ▶ Don't use obscure fonts that prospects and customers might not have loaded on their computer
- ▶ Use a 10 or 12 point font size
- ▶ Use black as the standard colour for the text body
- ▶ Use red sparingly or it can be interpreted as being negative
- ▶ Yellow, green, light blue and orange can be hard to read
- ▶ Highlight text in **bold**, underline and *italics* to draw attention to key points
- ▶ DO NOT USE ALL CAPS, this is deemed to be shouting
- ▶ Break your message into bite sized paragraphs
- ▶ Use punctuation effectively to create tone and be careful not to over use
- ▶ Use your signature block like a business card
- ▶ Be careful of using graphics and logos that will be slow to load

## Sending effective emails

1. Make good use of the subject line
2. Keep your message brief
3. Be polite and use semi-formal language unless you know the person really well
4. Proof read your draft email before you send it out
5. Be friendly with your greeting without being too casual
6. Sign off with a closing line and your first name
7. Match their VAK language
8. Use their name in the body or closing of the email



# Responding to Price Enquiries

## Handling price enquiry phone call

When asked how much you charge for your services, an average person would respond with...

*“ We charge \$500 for a basic one page site, \$5,000 for a fully customised site but most of our customers usually pay around \$2,500 for a site.”*

Handle this by taking away the focus from the price and put the focus on helping the customer buy.

“Our prices range from x to y – tell me a little bit more about your situation so I can help you better.”

or

“We work with every budget – tell me more about your circumstances so I can help you better.”

The objective is to take them into the Bi-Sell-Cycle™ and to close the sale by sending them a quote, proposal or getting an appointment. A better response is to bury the price and focus on the benefits. Here's an example:

“We build websites for all budgets. Our website design services range in price from \$500 for a basic website through to \$5,000 for a customised website depending on the results you are looking for. What we have found is a middle of the range solution gives you better results because the website is tailored to your business, makes it easier for your customers to navigate and find what they want quickly. It increases page views and keeps prospective customers on your site longer. What this does is give you a greater opportunity to make sales and increase profits. Tell me more about what you are looking for so I can help you better.”





## Handling an email price enquiry

When a prospective customer emails the question “How much do you charge for your services?” you have to send back a response. For example, the average person would respond to a price enquiry like this.

*“Thank you for your email. Our prices range from \$500 for a basic one page site, \$5,000 for a fully customised site but most of our customers usually pay around \$2,500 for a site.”*

The prospective customer then compares one quote with another looking for the cheapest not the company that provides the greatest value.

A better response is to bury the price and focus on the benefits.

“Thank you for your email enquiry about.....

We build websites for all budgets. Our website design services range in price from \$500 for a basic website through to \$5,000 for a customised website depending on the results you are looking for.

What we have found is a middle of the range solution gives you better results because the website is tailored to your business, makes it easier for your customers to navigate and find what they want quickly. It also increases page views and keeps them on your site longer.

What this does is give you a greater opportunity to engage with your customers resulting in increased profits.

I don't know if this is what you are looking to achieve. Tell me more about what your target goals so I can help you achieve the results you are looking for.”



# Maximizing Incoming Phone Calls

## Consider what phone number you will use

If advertising, use a different phone number or extension to track where the calls are coming from. Use a different number for each campaign. This serves two purposes, one it allows you to measure the effectiveness of your advertising campaign. Obviously if you receive lots of enquiries you know the campaign worked. Two, it allows whoever answers the phone to know immediately what the call is about and they are prepared, especially if you are making a special offer.

## Train your people

Spend time training your people how to take incoming calls especially if you are running a promotional campaign. It saves 'scaring off' prospective customers with a call that might possibly be mishandled. You want the person handling the call to be professional and be able to assist the prospective customer immediately.

## Have a standard greeting

Make sure everyone answers the phone in the same way. Instead of saying hello, why not be different and say... "Welcome to .... you are speaking with ..."

## Have prepared scripts

Don't leave anything to chance, prepare some standard scripts and train everyone who answers the phone to follow the scripts. It's also a good idea to prepare scripts for any standard objections you are likely to get. Don't be bowled by the obvious ball.

## Keep the call positive

Even if you can't satisfy the caller 100%, keep the conversation positive. Wherever possible, refer them to another business that will be able to help them (only if you are confident in their ability to provide a good service). Your prospect will remember you for being helpful and perhaps refer you onto others.



### Provide accurate information

Remember the 'Circle of Trust'. Always provide accurate information even if you have to go that extra mile. Prospects may not always remember how much you went the extra mile but they will always remember if they felt like you lied to them which automatically breaks the Circle of Trust.

### Control the call

Where possible you want to control the call. Remember you are helping them buy from you not selling them your services. One way to control the call is to have an objective for the call, get their details, book an appointment or send them a proposal as an example. Be prepared to deviate from the topic a little, you can't be so focused on following a process that you are inflexible. If you know the Bi-Sell-Cycle™ inside out and have confidence in handling objections, you should be able to control the call with positive outcomes.



# Answering the phone

Breathe. It's amazing how many people will hold their breath when answering the phone especially if it's a sales enquiry. This is simply nerves particularly if you are new to handling incoming sales calls. When you answer the phone:

- ▶ Use your company name
- ▶ Use your own name
- ▶ Answer with....

*Good morning (afternoon, evening) this is (your company name....)  
You are speaking with (Mary..John...)*

**or**

*Welcome to (your company name) this is (Mary....John...)*

## WHY

- ▶ Callers tend to remember the last word they hear (your name) not the word... speaking
- ▶ Callers are more likely to remember your name which helps build rapport
- ▶ The caller is more likely to give their name



# Handling a general call

## Put the caller at ease

Your smile can be heard and felt. It shows warmth and interest and immediately helps to put the caller at ease. Be ready to help the caller establish why they called.

- ▶ Smile with your eyes and mouth
- ▶ Use a standard greeting
- ▶ Make sure your voice shows interest and enthusiasm, don't use slang
- ▶ Listen carefully and get involved by showing interest
- ▶ Give out positive vibes and let the caller know you are listening
- ▶ Focus on helping the prospect
- ▶ Repeat back and clarify how the prospect wants to be helped
- ▶ Use their name frequently AND get it right
- ▶ Control any distractions around you
- ▶ Before you finish smile again

## Don't use jargon

Jargon are special words or expressions used by a profession or group that are difficult for others to understand. Every organization uses them. Jargon includes abbreviations or 'internal speak' that outsiders have no idea about. Speak in language you know your callers will understand.



## How to close off on a phone call?

Being courteous at the end of a phone call is just as important as the way you handle the call itself. Creating standard closing statements to a phone call ensures all staff know what your expectations are at the end of a call.

Consider the following examples of courteous closing statements.

- ▶ *“Thank you for calling (use their name)”*
- ▶ *“Feel free to call us anytime”*
- ▶ *“I am happy we were able to help”*
- ▶ *“Please call us again if you have additional questions”*
- ▶ *“It was a pleasure talking to you (use their name) enjoy the rest of your day.”*



# Speaking Styles

Tone is very important to communication. Words alone only make up 8% of our communication, 37% comes down to the tone of our voice. Having positive body language including smiling and sitting up straight contributes to the quality of the tone of our voice.

## Slow your speech down

When we are speaking normally, we speak at approximately 150 words a minute. If we use this pace on the telephone, chances the caller will miss part of the message you wish to convey. When you run sentences together quickly over the telephone, the message can become unintelligible. Slowing your speech down will allow the caller to hear you better.

## Use inflection your voice

A change in the pitch of your voice is called inflection and can send a message to the caller that you are annoyed, indifferent and lack respect. An upward inflection at the end of a sentence denotes interest and a downward inflection at the end of a sentence denotes sincerity. Too much inflection gives a singsong effect and too little inflection will make you sound too monotonous. Being aware of the inflection in your voice can help provide the caller with the message that you are helpful and pleased to receive their call.

## Add enthusiasm

You can start to sound monotonous if you speak in a monotone, it's helpful to add enthusiasm into your speaking style. Enthusiasm also sends a message to the caller that you are there to help. It also makes you sound confident.

## Breathe

This sounds obvious but when we are trying to get a message across too quickly we forget to breathe. Breathing helps to relax you and deal with the caller in a calm, controlled and confident manner.



# Handling Delays

## How to handle delays?

A minute may seem like an hour to a customer hanging on the end of a phone. If you need to talk to someone else put the caller on hold. Resist covering the mouthpiece with your hand, this is not an effective silencer as you can still be heard.

- ▶ Thank them for waiting
- ▶ Advise them how long you anticipate the delay will be
- ▶ Give them the opportunity for them to hold or offer to call them back if the delay is going to take some time
- ▶ Give an explanation as to why there is a delay
- ▶ Thank them again for waiting

If you are away from the phone for more than 90 seconds, return to the caller and give them an update on your progress. Check they are still happy to hold or if you expect further delays, ask them if they'd prefer you call them back. If you are going to call them back, let them know the timeframe of when you expect to be able to call them back.

Call them back when you say you will. Keep your promises.





# Taking Messages

## How to take a message?

Have you ever had someone call you and wonder why you didn't call them back? "I left a message..." they might say but you didn't get it. This is not good for business as it breaks the Circle of Trust.

Here are some simple steps to taking a good message.

- ▶ Find out who the caller is, their name, company, job title and phone number
- ▶ Find out who they want to leave the message for
- ▶ Note the time and date of the call
- ▶ Note the details of the message
- ▶ Stop the caller if you have missed something
- ▶ Ask when the caller is available to take a return call
- ▶ Repeat the message back to the caller
- ▶ Check spelling and especially their contact number/s

By asking what the caller wants to know, you may even be able to help them with their enquiry or you may even be able to transfer them to someone else who could help them. If this is the case then take action immediately after the phone call.

## What not to say

If a person is out of the office or in a meeting, it is easy to give the caller a bad impression. Avoid saying things like ...

*They are in the toilet ....*

*They've gone shopping ....*

*They've gone to pick their kids up ....*

*I don't know where they are ....*



Imagine what the caller is thinking. A safer option is to say:

*“They are unavailable at the moment. May I take a message for you and have them return your call as soon as they can.”*

or

*“Mr Jones is out of the office at the moment. Is there something I can help you with or would you like me to take a message?”*

### How do I transfer a call?

As soon as you recognize that the call is for someone else, politely interrupt them and let them know who you will be transferring the call to and why. Let the caller know the name of the person you will be transferring the caller to. Ask the caller to hold the line while you check if the right person is available.

When you reach the person the caller should be talking to, let them know who is on the phone and why they are calling. If they are not available, speak to the caller again and offer to take a message.



# Handling Hostile Calls

## How to handle hostile phone calls

- ▶ Let them vent and express their hostility which usually will only last for around 2 minutes
- ▶ Stay calm and smile
- ▶ Use their name and listen with empathy
- ▶ Take notes
- ▶ Ask questions that do not require a simple yes or no answer (open ended questions)
- ▶ Apologize sincerely they feel the way they do regardless of whether you think you are responsible or not
- ▶ Revisit the problem with them by reading back from your notes (paraphrasing)
- ▶ Will a solution help? If so, how long will it take?
- ▶ Take action
- ▶ Follow up with the prospect or customer
- ▶ Always say “thank you” as their feedback helps to improve your service



## How to deal with an aggressive caller?

It is not pleasant having to deal with aggressive people, especially over the phone. It's natural to feel angry and become aggressive back or want to appease them. An aggressive person may be immature or insecure which means they will become even more aggressive if you react with the same level of aggression. On the other hand, by appeasing them with their unreasonable demands, it reinforces they were "right" to be aggressive in the first place.

An aggressive person violates your right and by learning to handle them effectively, it also protects your rights. So when dealing with an aggressive caller:

- ▶ Don't interrupt them, it only adds to their level of aggression
- ▶ Encourage them to talk through what their problem is
- ▶ If they continue to rant and rave, repeat one thing over and over ("If you continue to be aggressive I will terminate this call." Or alternatively say, "If you continue to be aggressive I will terminate this call.")
- ▶ Remain calm and firm in your responses



A decorative graphic consisting of overlapping teal and light blue shapes that form a wide, horizontal, slightly curved shape at the top of the page.

## Remember Me

I'm the person who goes into a restaurant, sits down patiently and waits while the waitress does everything but take my order.

I'm the fellow who goes into a store and stands quietly while the counter staff finish their little chit-chat.

I'm the man who drives into a service station and never blows his horn, but waits patiently while the attendant finishes reading his book.

Yes, you might say I'm a good guy. But do you know who else I am?

I'm the fellow who never comes back, and it amuses me to see you spending thousands of dollars every year to get me back when I was there in the first place...

And all you had to do was to show me a little courtesy.

Author Unknown

