

"How ya doin' Mr. Prospect!  
I'm Waldo Knickerbocker with  
Wowee Ain't We Great, the  
world's leading provider of  
twin-funnel ultra-filaramic  
packalomers. Our state-of-the-  
art manufacturing process  
produces linings as thin as 23  
microns and what that means  
to you is hypo-alergenic,  
Sarbox-compliant packalomers.  
Are you the decision-maker?"



## Business To Business By Phone®



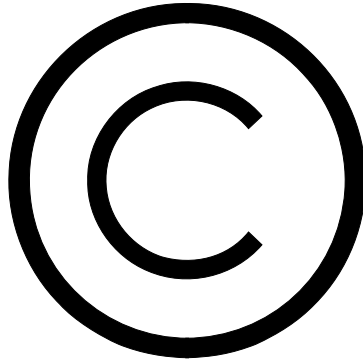
Software by Phone:  
the Top Ten

"Worst Practices"  
and What to Do Instead!

Produced and Conducted for



by Michael A. Brown



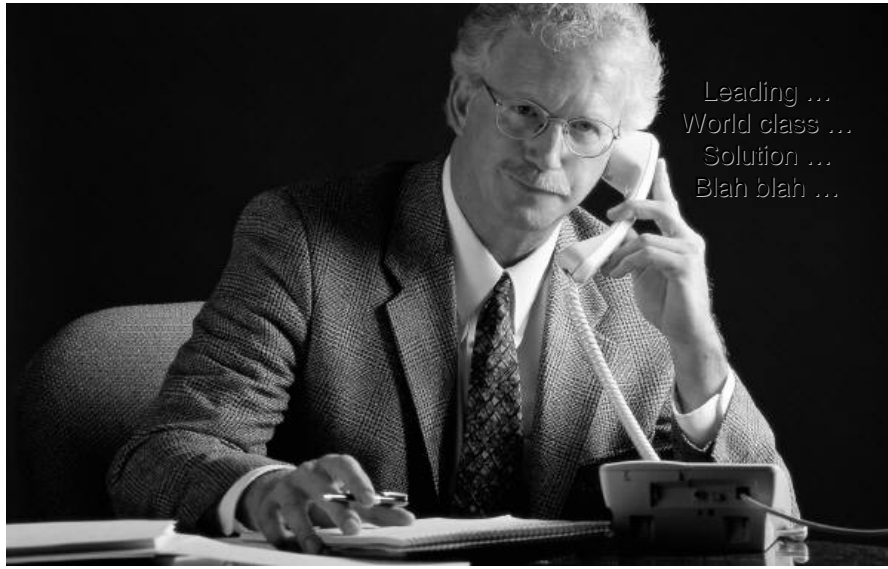
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## First the Good News!



Everyone has phones ... more now than ever before

## The Challenge: You're Not the Only Ones Calling



## 10. Using the Telephone as a Mass Marketing Medium



## Best Practice: Do Your Homework!



- Un-researched calls are unwelcome calls, especially at high levels of contact
- Relevance and timeliness beat random and undifferentiated every time
- Visit their web site
  - Seek a “relevant event” ... what's happening? Has recently happened? Is about to happen? ... on which you can build a dialogue
  - One minute is all it takes
- Plan your approach, content, questions, and presentation accordingly

## 9. Making Calls Your CEO, Your Mom, and You, Yourself, Wouldn't Accept

- How are *you* today?
- Are you familiar with us?
- I'm just calling to follow-up, or to touch base
- We recently sent you an e-mail ... did you get it?
- So, tell me a little bit about your business
- According to my records ...
- Are you the decision-maker?



## Best Practice: Nail Your Opening!



- Introduction
  - First + last names, from (your company)
  - "ID Tag," e.g., "the Business To Business By Phone® guy"
- "The reason for my call is ..."
  - Based on the research, premise, desired positioning, and level of contact
  - Must be 100% true and accurate
  - In not more than 15 seconds, sell the value of having a conversation
  - NO "elevator pitch" or "stories and glories"
- Is this a good \ OK \ suitable \ time to talk?"

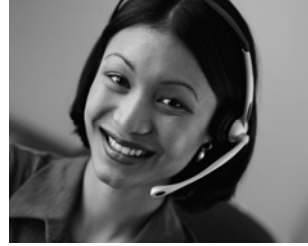
## 8. The Stated "Reason for My Call" Is Not the Real Reason

- Real reason: find out, by asking, what they are doing or considering that might make what you sell viable and desirable
- Stated reason: "I noticed you recently logged on to our webinar and I'm just calling to see if you have any questions."



## Best Practice: a Powerful, Compelling, and True “Reason for My Call ... ”

- ... I’m at your web site reading with great interest about (relevant event or new initiative). We’re really good at enabling and enhancing such things ... and I hope we can explore a possible good business fit.”
- ... to thank you for attending the seminar \ webinar \ coming by the exhibit ... to hear your reactions to what you experienced and explore your requirements and preferences ... with an eye toward a matchup.”



## 7. Assigning Freshmen and the JV to Call Varsity Prospects



## Best Practice: Business Parity



- If your phone persona is that of a clerk, you will wind up speaking mostly to clerks
- If you speak like middle management, that's the level to which you will be relegated most often
- If your phone presence is of executive stature, you will be able to communicate at parity with executives

## Best Practice: Speak Like You Are On the Air!



- Pronunciation
- Enunciation
- Volume
- Pacing
- Confidence
- Enthusiasm
- Many verbs, few adjectives
- Speak in complete sentences
- Word choice: talk like you talk, not like a web site or brochure

## 6. Expecting Them to Return Your Phone Mail Messages



### Best Practice

#### *Without prior commo*

- No unsecured "call me backs"
- Very low return rate ... what's yours?
- Undifferentiates and cheapens your message
- Instead, write and record a 25-second "if-then" invitation to your web site
- Enable "click to talk" at the site to expedite the process with visitor-respondents

#### *With prior commo*

- Your full name, company, and ID tag
- "The reason for my call is ... " exactly as if you got them live!
- Say the date and time you will call again
- Then say the best time for them to reach you
- Also invite them to visit your web site
- Reasonable limits
  - Three phone attempts over 10 days; or two phone + one e-mail
  - Nothing doing? Try next month \ quarter \ campaign

## 5. Overemphasizing Data Capture v. Exploring a Legitimate Business Fit

- "I just need to ask you a few (dozen) questions ... "



- "How did data integration become important at this particular time?"  
- or - "Of all the white papers you encountered recently, what piqued your interest in ours?"



## Best Practice: Conversations, Not Interrogations



## Best Practice: Qualification Without Intimidation

- Always, without fail, start with open-ended questions
- Ask leading questions, not loaded questions
  - What are you planning to do about (a function or requirement your product or service addresses)
  - Do you need to have ... (a specific product feature you're trying to push)
- Ask the question, then shut up
- Listen ... *really* listen. Attend to the audio, not the video
- Ask elaboration ("tell me more") questions as necessary and warranted; do not rush to the next data field



## 4. Fluffery and Puffery

- State-of-the-art
- World class
- Cutting-edge
- Next generation
- Best-of-breed
- Leading \ leader
- Value-added
- Award-winning
- We, we, we
- Solution



Best Practice:

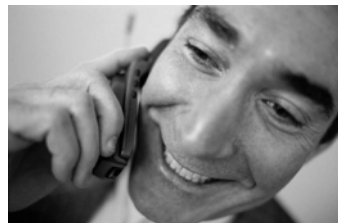
Talk normal and  
tell it like it is

Diagnose ...  
*then* prescribe!



## Best Practice: How to "Prescribe"

- Don't pitch "We offer" or "It has" ... instead sell them "You get" based on what they told you they need and want
- You + active verb = benefit
  - You get, achieve, improve, enjoy
- You benefit *because of* a feature!
  - "You head-off document retention and security issues, position your agency as progressive and accessible, and save a ton of taxpayer money because of our (proprietary) technology and regulatory expertise."
- If the prospect says "So what?" you told a feature. If you hear "I like that!" you sold a benefit!



### 3. Allowing This



Not enough leads!      Too many leads!

Those "hot leads" weren't!      Yes they were, but nobody followed-up!

What do you mean, "qualified?"      What do you mean, "not qualified?"

### Best Practice: Change the Vocabulary, Change the Behavior, Improve Your Results

- Lose the adjectives that nobody believes
  - "Qualified" and "unqualified"
  - "Hot," "medium," "cool"
  - "A,B,C"
- Marketing and sales collaborate to establish or refine the lead qualification criteria
- Apply a point-count system
- Establish a "release threshold"

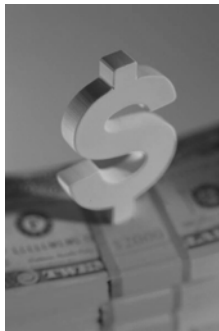


## 2. Relying on the Wrong Metrics

- Business to consumer
  - "Smile 'n' dial"
  - "It's a numbers game"
- Call count
- Talk-time
- Sales-type compensation for marketing-type functions



## Best Practice



- All phone metrics must derive from ... and drive behavior toward ... your revenue and profit targets
- Balance artistry with production ... and production with artistry!

## Best Practice: What to Measure, How to Count

- Connects \ dials
- Reaches \ connects
- Conversations \ reaches
- Next steps \ conversations
- Sales \ next steps
- Median conversation length
- Calls-to-advance or close
- Cost per lead AND percent of acquisition cost



### 1. Living in the Past



- Limiting phone marketing to minor accounts, low price products
- Application in new account acquisition only; little or no phone after the sale
- Phone marketing's account database un-linked from sales, fulfillment, operations
- Stand-alone phone with little or no marketing continuity
- Attempting to market by phone products that aren't selling well in other channels, other media
- Transaction (retail) phone v. genuine account development
- Lead generation from static, descriptive lists v. behavioral or affinity lists; cold-calling without a relevant event
- Management failure to monitor, coach, counsel

## Best Practice: For Really Successful Phone



- Big minds not big heads in marketing and sales
- Full parity with other elements of the marketing mix
- Adequate and appropriate technology
- Customer-focused behavior and communication
- Super people, well-trained

## Thank You for Participating!

- Want your FREE 10-Point Phone Marketing Checkup for Lead Generation and Qualification?
- Write "10" on your business card and hand it to me
- Good marketing! Good selling!
- Let's go get wealthy!



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