

Tele-Sales Are You Getting To the Next Level?

By Suzanne Rabauer

Have you ever played a video game? I have (and continue to be beaten to embarrassment by a five-year-old – thanks for the inspiration Nicholas) and it has brought me to the realization that Tele-Sales is very similar to playing a video game. A video game arms you with a variety of tools which you can use to meet, defeat and complete all tasks required to move to the next level of the game. The same is true with Tele-Sales. Using skills, knowledge and the right attitude, you can engage a potential customer pretty easily. Once you have had that initial engagement, you are ready to move the prospect to the “next level” of the sales cycle.

In today's competitive market, interaction with prospective customers is far from a game. Even so, video games and selling share a fundamental component for success - the ***performance of the players***. A player's ***performance*** during each stage of the game or sale will determine if they will advance to the next stage and ultimately if they will win the game or sale.

It's been my experience that establishing a relationship on the phone can sometimes be more difficult than in person – so remember.... Tele-Sales isn't necessarily all about what you say ***but how you say it*** and how you will execute upon it.

So the next time you pick up the phone – here are a few simple points to ensure you reach the next level of your game.....

- ✓ ***The tone of your voice*** – the tone of your voice will set the tone of the call
- ✓ ***Your facial expression*** – someone on the other end of the line can tell whether you're wearing a smile or a smirk
- ✓ ***Your attitude*** – Attitudes are highly contagious and they tend to be mirrored

In the words of Vince Lombardi, “Confidence is contagious and so is lack of confidence and a customer will recognize both.” Your confidence will instill confidence in your prospective customer, so it is important that you check your tone of voice, how you would look to the customer if they were sitting across the table from you, and your attitude.

Make it a goal to add value in all your interactions, whether it be with a colleague, prospect or customer.