



Hello Hospitality
Sales, Marketing and Representation Support

Top Tips for Making Sales Calls



Introduction

Only 2% of sales are made in the first contact and this only increases to an average of 5% by the 3rd contact. The overwhelming majority of sales are made between the 5th and 12th contact with a potential customer.

Does that surprise you?

Clearly highlighting the need for both persistence and building a relationship with your prospect.

So be realistic. Negative experiences, combined with a lack of confidence, can make telephone interactions a frightening and frustrating experience for many people so being realistic will help your resilience.




Rejection is a common outcome for telephone sales calls and, if allowed, this can significantly dent self-belief. Don't take it rejection personally and instead reflect on the experience and successes to improve.

Reflecting on your own experience of making and receiving telephone calls, specifically sales calls, will identify your own beliefs (both positive and negative) about this method of interaction.

Skills required are: Good Listening skills, being articulate, confident about the product and service, show determination, be focussed, have good interpersonal skills, well organised, keep perspective, research skills, self motivation, solution focussed and good time management.

1. Prepare



By failing to
prepare you
are preparing
to fail

Benjamin Franklin

Cold Calls are when you make calls to prospects who you have had no previous contact.

Long gone are the days of using a directory and working your way down. You need to be far more organised and targeted. Your data list should be your researched target market in the market for your product or service.

- Consider what makes your prospects buy? The emotional drivers, the biological drivers, personality – we all know people buy from people, reputation, the sales process for your business/industry - building trust through positive emotions around your product or service. Prepare your sales call conversation hooks based on these.
- Why do they need your product/service?
- Who is the right contact? Position/Job title/Team
- Your list of contacts whether a newly compiled list, purchased or from your CRM should be compliant. This will give you confidence when calling. Be aware of data regulations including:
 - ICO – Information Commissioner’s Office – for guidance and regulation, you should be registered if you hold any data including staff or customer.
 - GDPR – General Data Protection Regulation – The current EU legislation for the processing of personal data.
 - CTPS – Corporate Telephone Preference Service
 - TPS – Telephone Preference Service

If you are unclear or unfamiliar with these by all means, contact me directly and I can point you in the right direction.

2. To Script or not to script?



Whilst scripts create an excellent outline, it is important that you personally get to know the product or service, so that you can answer questions that are not on the script and talk confidentially about the product.

- A script will give you a feeling of confidence, as you know what you are going to say.
- It provides a structure for the different parts of the call.
- The script can provide some vitally useful sentences, if you run out of things to say or can't remember all the details you need to include in the pitch (for example product benefits or features).
- It can sound more professional and use eloquent language, creating efficiency and quality.
- Your call opening should include a warm and friendly introduction with your name and company name.
- Use an Effective Hook - Communicate specific and direct benefits using powerful words, so you sound and feel more confident.
- Asking them how they feel about something will force them to imagine the scenario, making it feel real.
- Getting permission to talk to them is very valuable, but it can be implied and doesn't need to be direct.
- Keep control of the call by asking open questions where yes/no would not be an applicable answer.
- Provide context for the call "the reason I am speaking with you today is...'
- Now is when a connection or history will be useful, a mutual contact you have worked for/with, industry clients, who referred you, where you saw their details, connection with company.
- Ask questions to identify needs.
- Present your solution.
- Depending on the product or service you are selling, sales tools prepared, verbal or other media such as website, pdf, videos, diagram, etc. If your prospect is interested you could send an email while they are in conversation with a link to the website and any sales tools and you can present the information while on the call rather than just send as a follow up.
- Have clear call objectives – establish correct contact and contact details, email and direct dial, make introduction of product/service and benefits, establish level of interest and potential, end game, an appointment, send info and schedule a follow up call, buy, send sample, trial run, subscribe to mailers, attend an event/webinar etc.
- Recap and get commitment for the sale/next stage in sales process.
- Extend the sale with Upselling or Cross selling where appropriate.
- Summarise the sale and close positively.
- Prepare responses to objections.



3. Time Management



- Allocate a specific amount of time each day/week and keep to the schedule.
- It's easy to get distracted so ensure everyone knows you are not to be disturbed at this time, don't check your emails and don't take incoming calls to minimise disruption.
- Set yourself a target number of calls per day.
- Reward yourself once achieved even if it's a cup of tea and a biscuit or a brisk walk down the road and back in the sunshine.
- Generally, consider who you are calling, their profession and the best time to call, for example, avoid service times if trying to reach a chef in a restaurant/hotel or calling early or late in the day if trying to reach a lawyer to avoid court hearings and client meetings. Working patterns have changed. It used to be considered that Tuesday – Thursday, between 10am – 4pm were the best-selling times/days but with more and more people working remotely or part-time, and working days filled with meetings, conference calls and not sat behind a desk it really is a case of persistence and asking what time your prospect contact is likely to be available and scheduling to call back then.

4. Sparkle



- Be yourself, people buy from people, warm, empathetic, friendly, professional.
- Be real and make a connection, kids, weather, travel, this is where your listening skills will be a real benefit.
- Smile when you talk as if you were face to face and your passion and confidence will sparkle.



5. Listen



I can't emphasise enough the importance of listening. Whether your prospect tells you they are busy getting ready to go on holiday, heading into a directors meeting, stressed with workload, inundated with calls and emails, confused by the product, etc. Look for a way to empathise, connect, show your interested to help propel the relationship. Take all the information on board and respond respectfully. These real life details are clues and links you can use to empathise and relate to your prospect. It will add to the initial relationship building if you are seen to be considerate and will encourage your prospect to want to do business with you.



6. Follow Up



- Keep a log of your calls and the responses to monitor and track successes for ROI
- Follow up the call with an email, to thank the prospect for their time, send your service/products and confirm the next actions as agreed. (sale, appointment)
- Connect on social media platforms
- Keep in touch, send an article of interest and value, like/comment/share social posts
- Diarise your follow up action, whether an appointment, meeting or call back and get organised in preparation for it to close the sale.
- Add contact to your CRM and mailing list with permission.



Want to discuss your pro-active sales strategy? Get in touch:

- Twitter @Hospitality_kc
- Facebook Hello-Hospitality
- LinkedIn Hello Hospitality Connections Events Venues
- Instagram hello.hospitality
- Website www.hello-hospitality.co.uk
- Email Kathryn@hello-hospitality.co.uk
- Phone 07968358961



Hello Hospitality is a sales and marketing consultancy helping to raise awareness of hotels and venues via our network of event buyers, because at the heart of our business is our passion of bringing people together through valued connections.



Hello Connections offers experienced, personal, friendly and professional sales and marketing support to businesses on a project basis as and when the business requires.