Connecting Your Marketing to Sales: It All Starts with the Phone
“Approaching the prospect properly is the key. Opening the sale takes more finesse than closing. Closing becomes the natural outcome of opening the sale properly and going through the steps in your process.”

-Chris Lytle ("The Accidental Salesperson")
YOU NEVER GET A SECOND CHANCE TO MAKE A GOOD FIRST IMPRESSION.
C.A.R.E.

Consistency
Attitude
Resilience
Excellence
LANGUAGE, LANGUAGE, LANGUAGE.
Keys Areas of Focus

1. Greeting
2. Messaging
3. Offering
4. Next Step
1. Greeting

Set a standard for the company to follow.

• Establish Professionalism...
  • Create Excitement!

• Determine Reason...
  • And where from?
2. Messaging

Who we are, what we are, and how we do it.

- Company Elevator Pitch
- 3rd Party Validation = Credibility
3. Offering

Establish your objective.

- Value Proposition
- Pre-Qualification
4. Next Step

Define and lock in the next step for your client.

• Reliability
• Accountability
• Action
Utilize scripts as support to your customer acquisition ‘process’.

• Sit down and write out what you say: Introductions, elevator pitch, & rebuttals.
• Roleplay & Encourage PRACTICE.
Best Practices

1. Responsiveness
2. Follow-Up
3. Checklists
4. Tracking
Inbound

If you follow up with web leads within 5 minutes, you’re 9 times more likely to convert them.

- Inside Sales
93% of converted leads are contacted by the 6th call attempt.

- Velocify
C.A.R.E.

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