

Index

• Numerics •

- 3-second Rule, 151
- 11 a.m. Rule, 84, 86
- 20/50/30 Rule, 27
- 30-second elevator speech, 126–128
- 80/20 Rule (Pareto Principle), 12–13, 26–27, 80–84
- 180-degree theory of success, 150–151

• A •

- added value, seven step rejection recovery, 195
- add-on selling, 59
- affirmation statements
 - overcoming buyer's remorse, 189
 - overcoming negative self-talk, 76–77
 - positive attitude, 63–64, 231–232
 - seven step rejection recovery, 193–194
- aggressiveness, 165–166
- alternative choices, offering, 90, 117, 131, 142, 185–187, 225
- Amiable. *See* “S” (Steady) behavioral style
- Analytical. *See* “C” (Compliant) behavioral style
- anecdotes, 55
- appointments
 - appointment-to-sales ratio, 65
 - lead-to-appointment ratio, 65–66
 - scheduling, 90
 - setting and achieving goals, 61
 - two-step presentation model, 161–163
- asking for business, 38
- asking for commitment, 260
- asking for permission, 131–132, 174
- asking for the sale, 180–181
- assertiveness, 165–166
- assessment. *See* self-assessment

- assumptions, making, 3, 202, 253
- assumptive close, 186–187
- attention span, 158
- attention-getting, voice mail, 109–111
- attitude. *See* positive attitude
- audio, streaming, 35

• B •

- background noise, 149–150
- batch calls, 12
- behavioral selling. *See also* DISC behavioral style
 - behavioral style, 215–219
 - benefits and truths of, 213–215
 - motivational forces in, 221–226
 - preparing for, 219–221
- behavioral style. *See also* DISC behavioral style
 - “C” (Compliant) modeling, 208–210
 - “D” (Dominant) modeling, 203–205
 - “I” (Influencer) modeling, 205–206
 - job titles and, 216
 - “S” (Steady) modeling, 207–208
 - sales adaptations for, 213–215
- benchmarking goals, 74–75
- benefits
 - behavioral selling and, 213–215
 - versus* cost, 158, 171
 - versus* features, 142, 255
 - statement of, 117–118, 127
- Blackberry as a sales tool, 17
- blogs and podcasts, 35
- body language, 62, 149, 247–248
- boredom, 12
- Bradley, Ed, 203
- bridge, opening statement, 118–119
- bundling calls, 250
- burn-out, 79, 86, 97, 137, 198
- Business by Phone, 241
- business relationships, 11, 31–34
- “but,” getting beyond, 176, 253
- butting in, 150–151
- buyer's remorse, 188–189

264 Telephone Sales For Dummies

buying decisions, influencing, 14
buying style, 213

• C •

“C” (Compliant) behavioral style
characteristics of, 208–210
motivational statements for, 223

“C” (Compliant) behavioral style
overcoming objections with, 225
responding to, 220–221

call. *See* sales call

call center, 9

call-capture system, 35

calling lists, 31–32, 36, 59. *See also* Do
Not Call Registry (DNC)

call-to-contact ratio, 65–66

charities, DNC Registry, 30–31

checking-in, 196–197

choices, offering, 90, 117, 131, 142,
185–187, 225

choke points, identifying your, 23–24

Clinton, William Jefferson, 206

close ratio, 33, 76, 123, 214

closed-ended questions, 133

closing

achieving success, 4–5, 20, 179–180

asking for, 180–181

behavioral style in, 225–226

contract fallout, 183–184

final close, 52

follow-up, 188–190

initial close, 51

overcoming objections, 180

rejection at, 183

steps of, 15–16

strategies for, 184–188

threshold moment, 260

trial close, 181–182

wrapping up, 184

coach/coaching

author anecdotes, 1, 20, 23, 34–35,
70, 165, 181, 215, 231

being your own best, 236–237

goals, 60–61

overcoming myths with, 68

as path to increased sales, 240

positive attitude in, 234

staff management, 91

time blocking, 86–87

what it can do for you, 127, 242–244,
259

cold calls, 37, 59

commitment

asking for customer, 260

clarifying the “*why*” creates, 73–74

personal guarantees as, 56

and success, 19

communication

era of the telephone, 9–11

as learned skill, 20

nonverbal signs, 149–150

competition

avoid knocking the, 198

researching the, 46–49

setting yourself apart from, 127

conference calls, 9

confidence

affirmation statements build, 232

behavioral style and, 211, 219, 227

demonstrating a lack of, 253–254

discipline creates, 229

overcoming obstacles to, 75–77,
178, 238

presentation requires, 165

tactics for building, 97

workspace fosters, 257

consistency, 19

consumer protection, 29–30

contacts

conducting research on, 48

contact-to-appointment ratio, 123

contact-to-lead ratio, 25–26, 61,
65–66

database of, 37–38

documenting relationships, 33–34

setting and achieving goals, 60–61

telephone surveys, 30–31, 34–35,
143

contracts, writing/negotiating, 85,
183–184, 235

control

attitude, 232–233

dead-end phrases, 251–256

overcoming objections, 174–175

during presentation, 163–164

conviction, showing, 164
 cost, 158, 170–171
 courtesy and “thank you,” 63–65,
 111, 119, 175, 189, 199, 255
 Covey, Steven (*First Things First*), 88
 creative avoidance, 62–64
 credibility, building, 55, 158–159
 customer relationship manager
 (CRM) software, 147
 customer service, 83–86, 90–91

• D •

“D” (Dominant) behavioral style
 characteristics of, 203–205
 closing with the, 225–226
 motivational statements for, 222
 overcoming objections with, 223
 responding to, 219
 daily to-do lists, 24, 91–93, 96
 days off as personal time, 88–89
 dead-end phrases, 251–256
 deadlines
 goals have, 243
 procrastination and, 96
 rewards for achieving, 97
 time management and, 80
 decision making authority
 determining customer, 137–138
 financial ability and, 136–137
 gatekeeper, 13, 102–109
 delivery
 of presentation, 163–166, 171–172,
 247–248, 259–260
 presentation practice, 52–54
 of services, documentation, 33–34
 Desire, Need, Ability, Authority
 (DNA²), 132–134
 desires, determining customer, 14
 direct income-producing activities
 (DIPA). *See also* production-
 supporting activities (PSA)
 achieving goals through, 22–24
versus IIPA, 85–86
 targeting, 84–86
 time blocking for, 89–90
 tracking and recording, 81–82

disappointment, expressing, seven
 step rejection recovery, 193
 DISC behavioral style. *See also*
 behavioral selling
 assessing, 211–212
 “C” (Compliant), 208–210
 “D” (Dominant), 203–205
 “I” (Influencer), 205–206
 modeling the, 201–203
 “S” (Steady), 207–208
 sales call aversion, 72–73
 discipline
 achieving success, 70
 as learned skill, 1, 19–20
 motivation requires, 16, 228–230
 distractions and interruptions
 avoiding, 62–63
 butting in, 150–151
 gatekeeper, 107–109
 positive attitude, 232–234
 sales call aversion, 71
 time management, 93–94
 DNA² (Desire, Need, Ability,
 Authority), 132–134
 Do Not Call Registry (DNC)
 background on the birth of, 36
 basic rules, 29–30
 exceptions, 30–32
 FCC fines, 33, 36
 following the rules, 10–11
 what you can do with, 33–35
 what you can’t do with, 36–37
 door-to-door sales, 9
 Driver. *See* “D” (Dominant)
 behavioral style
 Duvall, David, 234

• E •

E. F. Hutton effect, 131
 Edison, Thomas, 232
 education, 240–241. *See also* learning
 80/20 Rule (Pareto Principle), 12–13,
 26–27, 80–84
 11 a.m. Rule, 84, 86
 emergencies, set aside time for, 91
 emotional and physical health,
 230–231, 235–236, 249

The Emotions of Normal People

(Marston), 202

enthusiasm, 19, 164

excuses, getting rid of, 238–239

expectations, determining, 14

Expressives. *See* “I” (Influencer)

behavioral style

• F •

Federal Communications

Commission (FCC), 30

Federal Trade Commission (FTC),

29–30, 36

feedback, script, following the, 143

feedback-response techniques, 143

financial ability, determining

customer, 136–137

first impressions, 104–105, 113–115,

125

First Things First (Covey & Merrill), 88

focus

benefits before features, 142, 171

bundle calls for, 250

80-20 rule directs, 26–27

elevator speech, 126–128

goals setting, 20–24, 42–46, 181, 236

“I-can-do-it-later,” 96–97

listening over talking, 146–147, 150

money as motivator, 229

opening statement, 116–119,

122–123

questioning, 14, 130–132, 135–136,

141

time management, 79–80, 83–84

follow-up. *See also* leads

bundling calls for, 250

buyer’s remorse, 188–189

closing, 180

as DIPA, 85

as learned skill, 20–21

pre-activity routine, 235, 259–260

return calls, 90

“thinking of you,” 189–190

Four Probabilities of Success, 21–24

frustration, dealing with, 79, 86, 97,

137, 198

FTC (Federal Trade Commission),

29–30, 36

• G •

“garbage in, garbage out” (GIGO),
143–144

gatekeeper

dealing with a, 13, 101

general categories, 102–104

opening up the, 104–107

techniques of, 107–109

voice mail as a, 109–112

get-rich-quick schemes, 69–70

GIGO (“garbage in, garbage out”),
143–144

goals, setting and achieving

benchmarking, 74–75

focus, 20–24, 42–46, 181, 236

Four Probabilities of Success, 20–22

motivation for, 16

objectives for, 42–45, 140–141

personal rewards for, 97

prospecting, 60–61, 64–65

sales call aversion, 72–75

strategies for, 75–78

guarantees

of achieving success, 21–22, 70, 181

for earning trust, 55–56

personal, 166

sharp-angle close, 187–188

test-drive close, 187, 226

• H •

high-return activities, 12–13

hold-all-questions, 174

• I •

“I” (Influencer) behavioral style

characteristics of, 205–206

closing with the, 226

motivational statements for, 222

overcoming objections with, 224

responding to, 219–220

icons, defined, 5

IIPA (indirect income-producing
activities), 85–86

“imposter of importance”

gatekeeper, 103–104

in-between call breaks, 13
 income-producing activities. *See*
 direct income-producing
 activities (DIPA)
 independent contractor, 32
 indirect income-producing activities
 (IIPA), 85–86
 information, seven step rejection
 recovery, 192
 inquiries, 31–35
 instant replay, 148–149
 intention to buy, 139–140
 Internet
 generating inquiries from, 35
 research your prospects on, 46–48
 as a sales tool, 17
 interruptions. *See* distractions and
 interruptions
 invitations, social, 196–197

• J •

job titles, 72

• K •

“kiss-of-death” openings, 123–126
 knowledge, achieving goals, 20–21
 Koppel, Ted, 215

• L •

Landry, Tom, 242
 law of accumulation, 67–68
 leads. *See also* follow-up
 closing at stage of, 180
 contact-to-lead ratio, 25–26, 61,
 65–66
 dead-end phrases, 251–256
 DNC Registry, 30
 electronic gadgets and, 17
 lead-to-appointment ratio, 65–66
 pre-activity routine, 235
 prospecting and, 63–64
 telephone surveys for, 34–35
 learning
 education and, 240–241
 is lifelong process, 239–240, 259

mentors, 242–244
 practice, 241–242
 time management for, 96
 training programs, 239–242
 listening effectively. *See also* pause,
 power of the
 by asking questions, 147–148
 as learned skill, 14, 20, 145–146
 mistakes that block, 150–151
 nonverbal signs, 149–150
 reading between the lines, 153
 secrets of, 146–149, 248–249
 versus talking, 146–147
 lists
 calling, 31–32, 36, 59
 daily to-do, 24, 91–93, 96
 Lombardi, Vince, 203
 low-return activities, 12–13
 loyal assistant gatekeeper, 102

• M •

manners and “thank you,” 63–65, 111,
 119, 175, 189, 199, 255
 Marston, William Moulton (*The
 Emotions
 of Normal People*), 202
 mentoring. *See* coach/coaching
 Merrill, A. Roger (*First Things First*),
 88
 mid-level manager gatekeeper,
 102–103
 misinformation, correcting, 254,
 255–256
 money as motivation, 229
 motivation
 attitude and, 231–234
 behavioral style determines,
 221–226
 determining customer, 14, 134–135
 discipline is needed for, 16, 228–230
 DNC Registry, 33
 energy and emotional balance,
 230–231
 importance of, 16, 227–228
 money as, 229
 overcoming obstacles to, 12,
 237–239

motivation (*continued*)

- requires lifelong learning, 239–244
- tools and tactics for increasing, 234–237, 257–261

• N •

name

- greeting prospect by, 116
- introducing yourself and company by, 116–117
- name-dropping, 119

needs, determining, 14, 135–136

negative assumptions, 253

negative self-talk, 76–77

negotiating/writing contracts, 85, 183–184, 235

new products, checking-in, 196

nonverbal signs, 149–150

no-risk guarantee, 218–219

no-sale. *See also* rejection

- avoiding rejection “no-nos,” 197–198
- dealing with the, 16
- inviting “no,” 124
- and positive attitude, 22
- seven step rejection recovery, 195

notes, taking, 147

• O •

objections, overcoming

- behavioral style in, 223–225
 - closing at the stage of, 180
 - identifying and, 169–172
 - as learned skill, 15, 20–21
 - preparing for, 172–174
 - questioning techniques for, 138–139
 - remaining motivated while, 237–239
 - script-writing includes, 51
 - six easy steps for, 174–178
 - staying in control, 163–164
- 180-degree theory of success, 150–151

one-step presentation model, 159–161

open-ended questions, 133–134

opening statements

- 7-second rule in, 113–115
- 30-second elevator speech, 126–128

components of, 115–119

dead-end phrases, 251–256

delivering, 121–123

extra impact in, 119–121

for follow-up, 195–197

importance of, 13

“kiss-of-death,” 123–126

measuring effectiveness of, 123

seven step rejection recovery, 194

seven-second rule, 113–121

opt out option, 30

optimism, 19

options. *See* choices, offering

overpreparation, 150

• P •

Pareto Principle (80-20 Rule), 12–13, 26–27, 80–84

patience, 19, 123, 207–208, 220, 225, 237

pause, power of. *See also* listening effectively

closing with the, 184

loving the, 14

overcoming objections with, 174–175

in the scripted call, 52–53

silent treatment, 151–153, 197–198

persistence

positive attitude, 233

prospecting, 57

as trait for success, 10, 19, 261

personal guarantee. *See* guarantees

personal meetings, 59

personal note, 194

Personal Performance Coaching, 242

personal time, 88–89

personality/personality traits

achieving success, 10, 18–20

DISC behavioral style, 201–212

phrases to banish from your

vocabulary, 251–256

physical and emotional health,

230–231, 235–236, 249

podcasts and blogs, 35

politeness and “thank you,” 63–65,

111, 119, 175, 189, 199, 255

political groups, DNC Registry, 30–31
 positive attitude
 achieving goals, 22–23
 achieving success, 10, 18–20
 affirmation statements, 63–64
 DNC Registry, 33
 during frustration and stress, 97
 and motivation, 231–234
 no-sale “no-nos,” 197–198
 in presentation, 163–166
 positive workspace, 62, 257–258
 practice. *See* learning; objections, overcoming; rehearsing
 prescreening. *See* qualifying
 pressure release techniques, 106–107
 price objections, 174
 problems, quantifying, 157
 procrastination, 79–80, 96. *See also*
 sales call, aversion to; time management
 production-supporting activities (PSA).
 See also direct income-producing activities (DIPA)
 targeting, 85–86
 time blocking for, 90–91
 tracking and recording, 81–82
 voice mail for, 94–95
 prospecting
 behavioral style in, 222–223
 bundling calls for, 250
 closing at the stage of, 180
 dead-end phrases, 251–256
 defined, 57–59
 as DIPA, 85
 distractions, 62–63
 DNC Registry, 33
 following a plan for, 61–64, 235
 generating inquiries, 34–35
 goal setting, 60–61, 64–65
 increased sales from, 26–27, 70
 law of accumulation, 67–68
 as learned skill, 11, 20–21
 myths about, 68–70
 relationship to sales ratios, 65–66
 time management in, 83–84
 tracking and recording, 54, 66–67

prospects
 creating credibility and trust, 54–56
 database of, 37–38
 qualifying, 51
 research on, 46–49
 PSA. *See* production-supporting activities (PSA)
 puppy-dog close, 187

• Q •

qualifying
 as a call objective, 45, 51
 calls, one-step model, 159–161
 calls, two-step model, 161–163
 closing at the stage of, 180
 offering choices, 185
 prospect, 27, 50–51, 156
 questioning process in, 132–138
 reaching closing from, 180–182
 as a sales skill, 21
 quantify the problem, 157
 questions
 behavioral style in, 219–221
 dead-end phrases, 251–256
 DNA² determination, 132–134
 for gatekeeper, 105–116
 importance of asking, 130–132
 listen by asking, 147–148
 overcoming objections with, 172–180
 qualifying prospects, 132–134
 in the sales process, 14, 138–139
 for the status quo, 93
 strategies for better, 140–141
 things to avoid, 142–144
 “why,” 140

• R •

rapport, building, 48
 ratios. *See* sales ratios
 read between the lines, 153
 Real Estate Champions, 130
 reality check. *See* self-assessment
 recording. *See* tracking and recording
 referrals, 59, 158–159

- rehearsing
 - avoid overpreparation, 150
 - develops skills, 20
 - as DIPA, 85
 - improve message, 28, 249–250, 259–260
 - for overcoming objections, 172–174
 - scripted calls, 52–54
 - 30-second elevator speech, 127–128
 - the trial close, 182
 - rejection
 - at closing, 183
 - dead-end phrases for, 251–256
 - dealing with, 16, 19
 - versus* failure, 191
 - follow-up openings, 195–197
 - getting past, 191
 - no-sale “no-nos,” 124, 197–198
 - and positive attitude, 22
 - seven step recovery, 192–195
 - staying in the moment, 191
 - threshold moment, 260
 - relaxation, discovering, 235–236
 - resistance. *See* objections, overcoming
 - return calls, 84, 90, 109
 - Rohn, Jim, 239
 - role playing
 - the 30-second elevator speech, 128
 - as DIPA, 85
 - improves your message, 28
 - in the scripted call, 53–54
 - as training tool, 242
 - role-model. *See* coach/coaching
 - Rubinstein, Arthur, 153
- S ●
- “S” (Steady) behavioral style
 - characteristics of, 207–208
 - motivational statements, 222
 - overcoming objections, 224–225
 - responding to, 220
 - Safe Harbor program, 36–37
 - sales call. *See also* opening
 - statements; sales presentation
 - achieving success, 4
 - asking for business, 38
 - “kiss-of-death,” 123–126
 - planning for, 11–12
 - seven-second rule, 113–115
 - steps for, 13–15
 - 30-second elevator speech, 126–128
 - sales call, aversion to
 - avoiding, 12, 71
 - overcoming, 73–75
 - signs of, 72–73
 - strategies to deal with, 75–78
 - sales call, preparing for
 - bundling calls, 250
 - dead-end phrases, 251–256
 - focus on objectives, 42–46, 259–260
 - research prospects, 46–49
 - script-writing for, 49–56
 - Sales Champions, 1, 241
 - sales cycle, 43–44, 50–51
 - sales plan, developing the, 228–229
 - sales presentation
 - closing, 180–181
 - dead-end phrases, 251–256
 - delivery, 163–166, 171–172, 247–248, 259–260
 - as DIPA, 85
 - fundamentals, 155–159
 - importance of, 15
 - models for, 159–163
 - overcoming objections, 172–180
 - reaching a higher level of, 234–237
 - short, 157–158
 - things to avoid, 144, 150–151
 - timing, 171–172, 247–248
 - sales ratios
 - appointment-to-sales, 65
 - call-to-contact, 65–66
 - close ratio, 33, 76, 123, 214
 - contact-to-appointment, 123
 - contact-to-lead, 25–26, 61, 65–66
 - lead-to-appointment, 65–66
 - tracking and recording, 54, 66–67, 72
 - sales skills
 - achieving goals, 21–22
 - listening effectively, 14, 20, 145–146
 - required, 17–20
 - time management, 20–21, 79–80
 - sales sleaze, 125

salespersons, 1–3. *See also* specific topics

script, following

- dead-end phrases, 251–256
- feedback, 143
- overpreparation, 150
- practice delivery, 52–54
- presentation models, 159–163

script-writing

- ABCs of, 50–52
- as learned skill, 20
- opening statement, 115–119
- as personal, 54–56
- word suggestions, 119–121

scrubbed calling lists, 36

self-assessment

- achieving goals, 42
- behavioral style, 72, 74, 203, 211–212
- reality check, 240
- sales skills, 20
- taping calls, 250
- tracking and recording, 66

service checkup, 196

seven step rejection recovery, 192–195

seven-second rule

- assumptions, 114–115
- benefit statement, 117–118
- close or bridge, 118
- engaging prospect, 119
- introductions, 116–117
- opening script, 115–121
- pacing and tonality, 115
- reason for call, 117

sharp-angle close, 187–188

short sales presentations, 157–158

showing off, 150–151

sidebars, defined, 3

silent treatment, 151–153, 197–198

Sobczak, Art, 241

social invitations, 196–197

specialization, 117

sphere of influence, 59

staff management, time blocking for, 91

standing up to sell, 62, 247–248, 257–258

status quo, 93

Stewart, Potter, 227

Stossel, John, 215

streaming audio, 35

stress

- burn-out and frustration, 79, 86, 97, 137, 198
- dealing with, 86, 97, 116
- negative self-talk from, 77
- overwork, 231
- sales call aversion from, 12

Success as a Real Estate Agent For Dummies (Zeller), 52

surveys, telephone, 30–31, 34–35, 143

● T ●

taking action, seven step rejection recovery, 195

targeted lists, 59

telemarketing, 9, 30

Telemarketing Sales Rules (TSR), 29, 36

telephone headsets, 62, 247

telephone sales. *See also* specific topics

- reaching a higher level of, 234–237
- required traits and skills for, 17–20
- success in, 4–5, 37–38, 257–261
- suitability, 9–13

telephone salespersons, 1–3. *See also* specific topics

telephone surveys, 30–31, 34–35, 143

test-drive close, 187

text-messaging, 9

“thank you,” the magic of, 63–65, 111, 119, 175, 189, 199, 255

30-second elevator speech, 126–128

3-second Rule, 151

threshold moment, recognizing, 260

time management

- daily to-do list, 24, 91–93, 96
- DIPA and PSA, 84–86
- 80/20 Rule, 12–13, 26–27, 80–84
- as learned skill, 20–21, 79–80
- personal time, 88–89
- presentations, 157–158, 171–172
- time blocking, 86–91, 240–241, 258
- tools for, 93–97

272 Telephone Sales For Dummies

to-do lists, 24, 91–93, 96
tonality/tone of voice. *See* voice
tracking and recording
 DIPA and PSA, 81–82
 sales ratios, 54, 66–67, 72
 telephone contacts, 25–26
training programs, 239–242. *See also*
 learning
trial close, 181–182
trust
 creating, 55–56
 overcoming objections with,
 175–176
 questions build, 130–131
TSR (Telemarketing Sales Rules),
 29, 36
20/50/30 Rule, 27
two-step presentation model, 161–163
type-A personality, 146

• U •

unrealistic goals, 76
unscrubbed calling lists, 36

• V •

value
 versus features, 142, 255
 overcoming objections, 158,
 170–171
value-added presentations, 156–157
videoconferencing, 9
visualization techniques, 77
vocabulary, ten phrases to banish
 from your, 251–256
voice
 behavioral style, 215–219
 first impressions, 115
 sounding professional, 247–250

voice mail
 attention-getting steps, 109–111
 communications technology and, 9
 DIPA and PSA, 94–95
 as gatekeeper, 109–112
 setting a limit for, 111–112
 time management, 84

• W •

Walters, Barbara, 215
wants, determining, 14
Web sites. *See* Internet
Welch, Jack, 240
“*What’s In It For Me?*” (WIIFM), 118
“why,” the power of, 140
Woods, Tiger, 203
word suggestions, 119–121, 253
workspace environment, 257–258
writing/negotiating contracts,
 85, 183–184, 235

• X •

X Theory of Success, 28

• Y •

Y Theory of Choice, 28
“yes,” 15–16, 139–140

• Z •

Zeller, Dirk (*Success as a Real Estate Agent For Dummies*), 52
Ziglar, Zig, 93