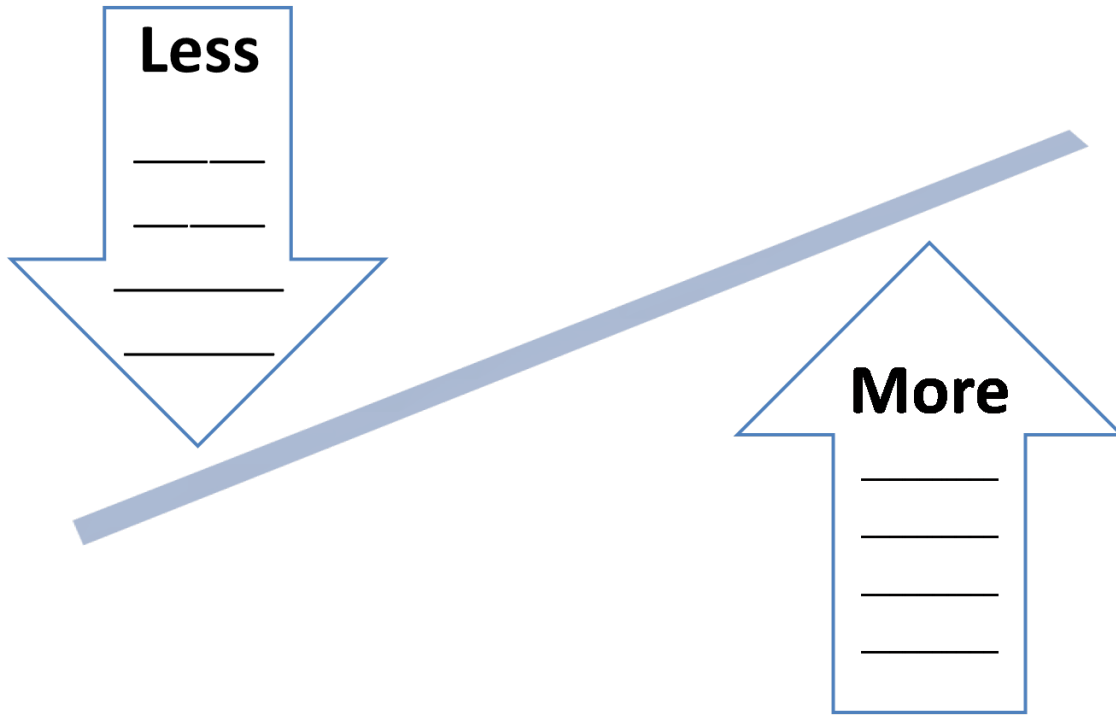


**The Keys to Unlocking Success on
the Telephone™
- Part 1 -**



- **What's in this course for you?**



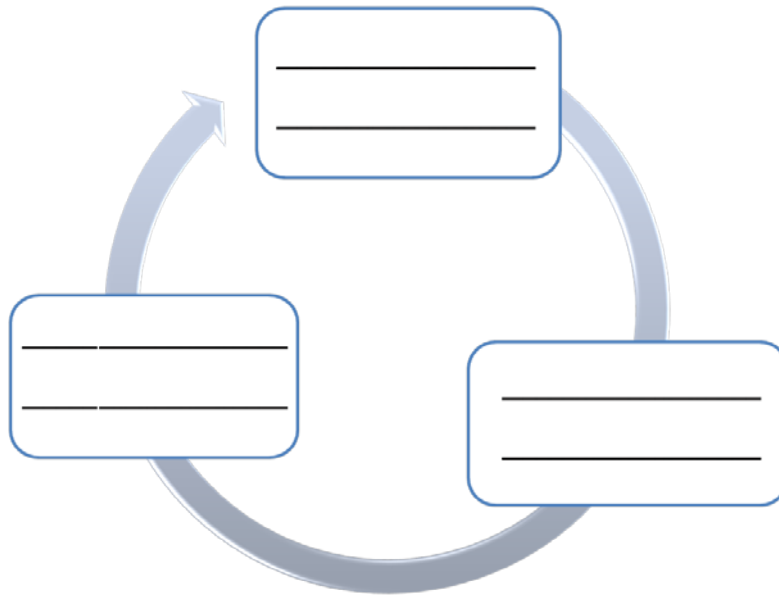
-
- **Why do so many prospects say “No”?**

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

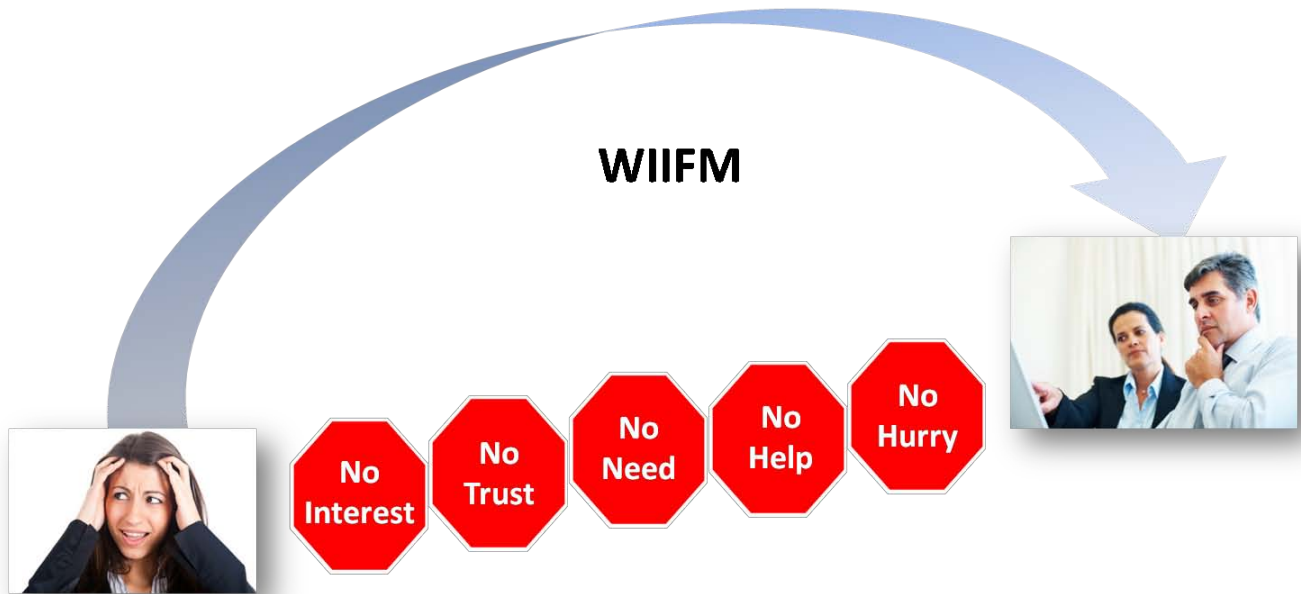
- **Fill in the Blank:**



- **What can you do to get more prospects to say “Yes”?**



- Remember this diagram; we will be using this concept throughout Parts 2 & 3:



– Part 2 –

**Proven Practices to PREPARE for More
Successful Calling Sessions**



- ***“What are the guidelines for calling multiple numbers during each calling session and when is an appropriate time frame for calling back on those different numbers?”***

What you say...

1) _____

- _____
- _____
- _____
- _____
- _____

2) _____

3) _____

4) _____

How you say it...

1) _____

- _____
- _____
- _____

2) _____

3) _____

4) _____

5) _____

- **Link to Access Scripts for leaving a message:**

[Click Here to Access Sample Scripts](#)

- ***“How do you locate current and correct numbers when I have numbers that do not work?”***

- 1) _____
 - 2) _____
 - 3) _____
 - 4) _____
 - 5) _____
 - 6) _____
-

- ***“I just started working for a second FR, and he hasn't met most of his newly assigned clients. I am trying to figure out the best way to approach them to convince them it is important to set up an appointment.”***

Keep these three things in mind:

- 1) _____
- 2) _____
- 3) _____

- ***“Where do I go for prospect lists?”***

Referrals & Insights:

- _____
- _____

Home Values

- _____

Public Library - _____

- _____
 - _____
-

- **The Three Parts for Preparing for Success**

1. _____

- _____
- _____
- _____
- _____
- _____

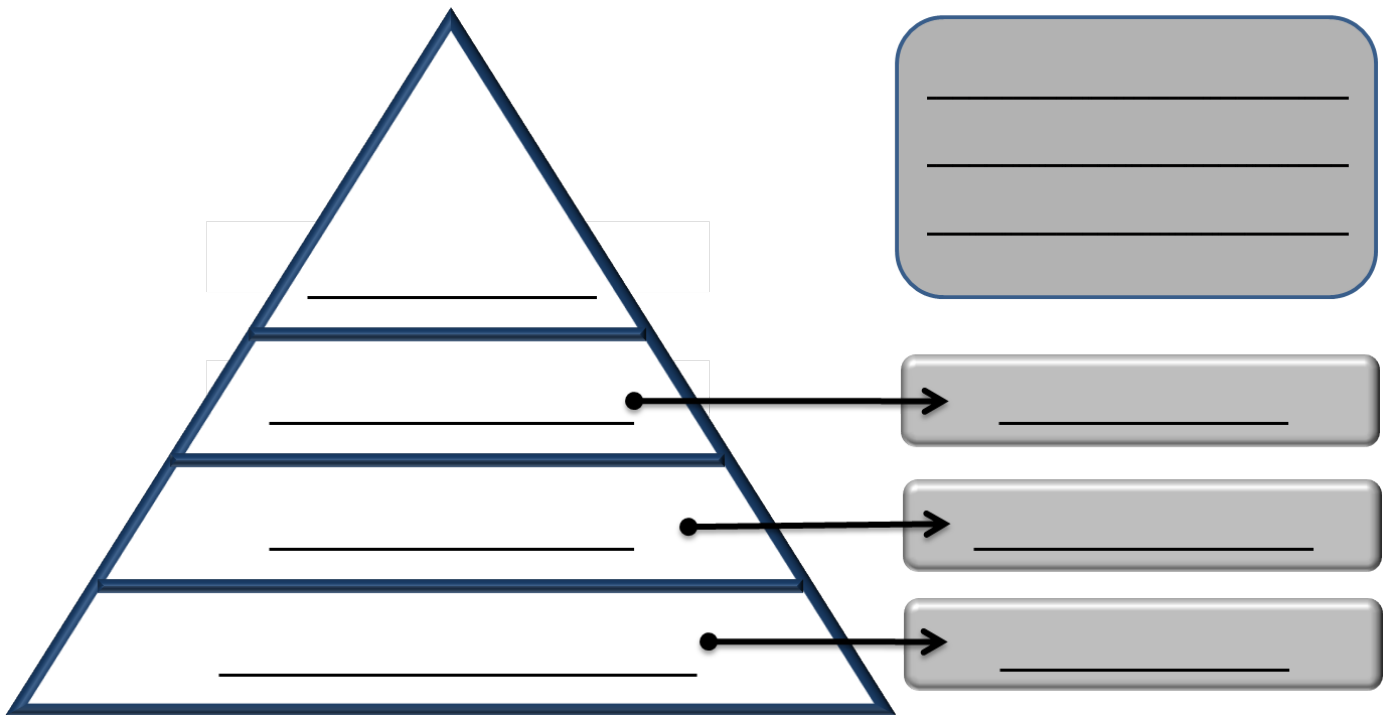
2. _____

- _____
- _____
- _____

3. _____

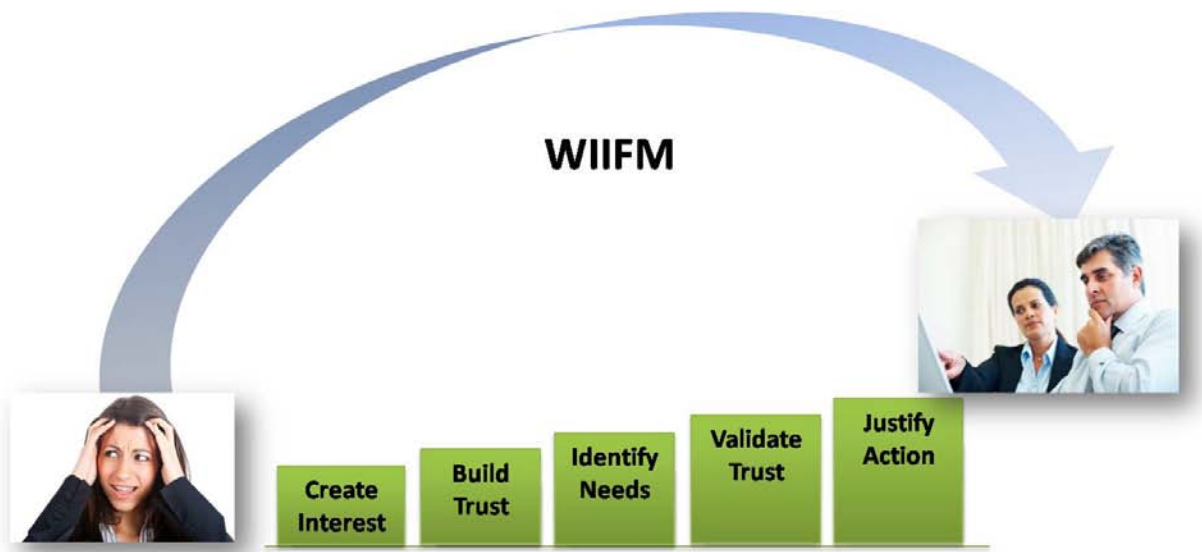
- _____
 - Manage _____
 - Control _____
 - Prepare _____
- _____
- _____

• **4 Aspects of Persuasion:**



- **When you respect the buying process you:**

1. **Create** Interest
2. **Build** Trust
3. **Identify** Needs
4. **Validate** Trust
5. **Justify** Action



– Part 3 –

**Becoming More Effective When the Conversation
with the Prospect Begins**



- **Before you begin dialing:**

1. Emotional

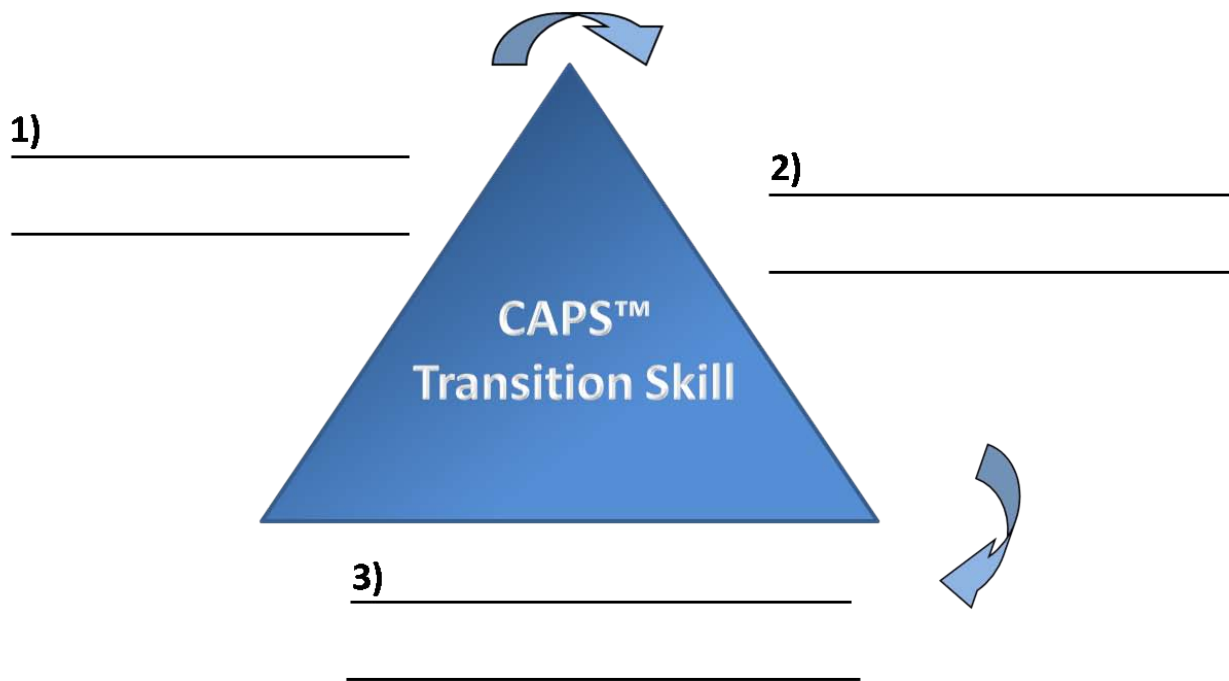
- Manage your call reluctance by: _____
 - _____
 - _____
 - _____
 - _____
 - _____

2. Physical

- 5) _____
- 6) _____

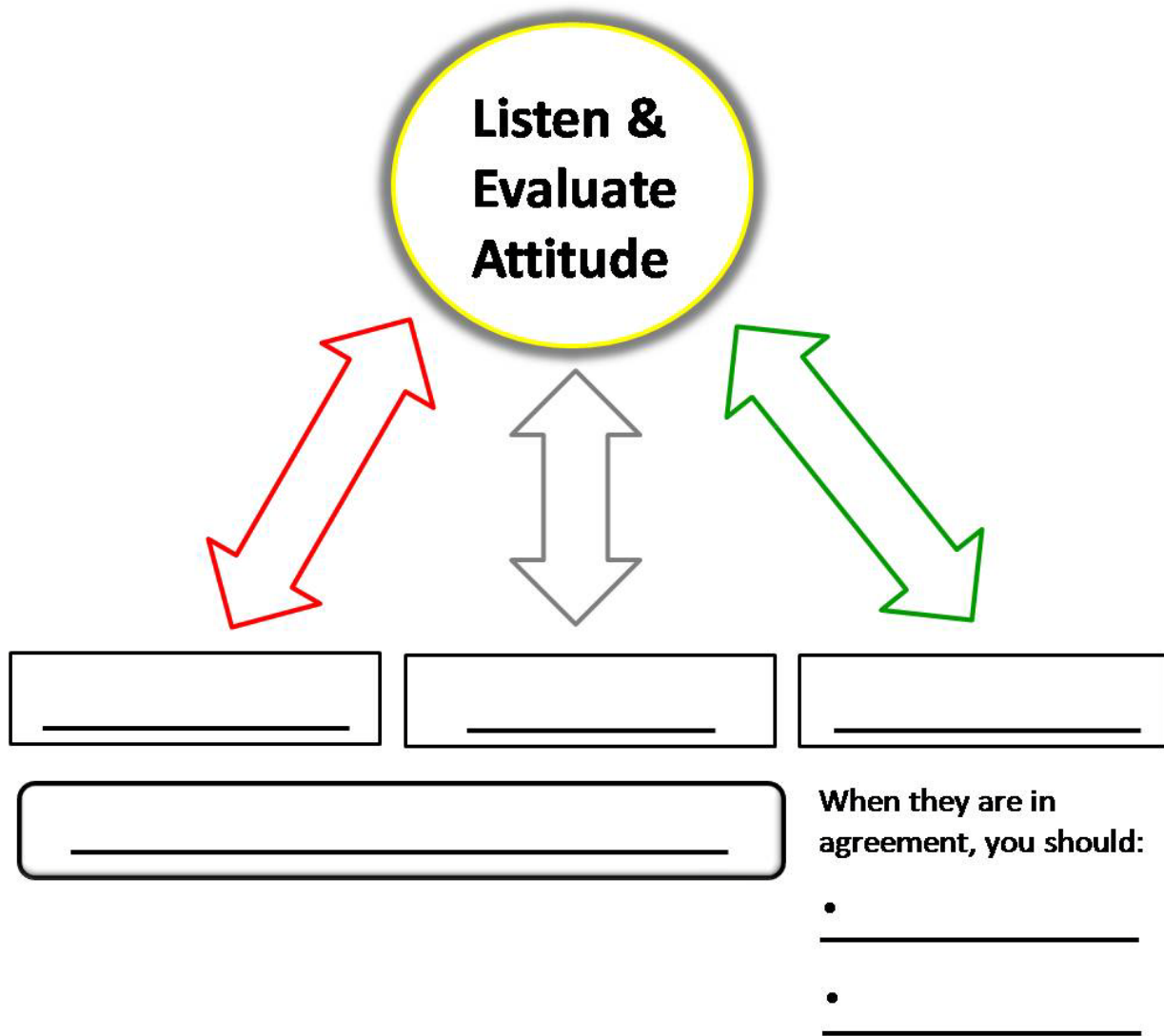
3. Mentally

- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____



Notes:

- How to respond when the prospect conveys a attitude of resistant or neutral: (Fill in the Blanks)



You Make the Difference

