

5 Biggest Mistakes Salespeople Make on the Telephone

Welcome!

Page 1



theprospectingexpert, inc.



5 Biggest Mistakes Salespeople Make on the Telephone

Steve Kloyda
The Prospecting Expert



Since 1980:

- Personally made 250,000 sales & prospecting calls
- Analyzed more than 25,000 actual sales calls
- 6000 one-on-one coaching sessions

Page 2



theprospectingexpert,inc.



5 Biggest Mistakes Salespeople Make on the Telephone

Why are you here today?

Page 3

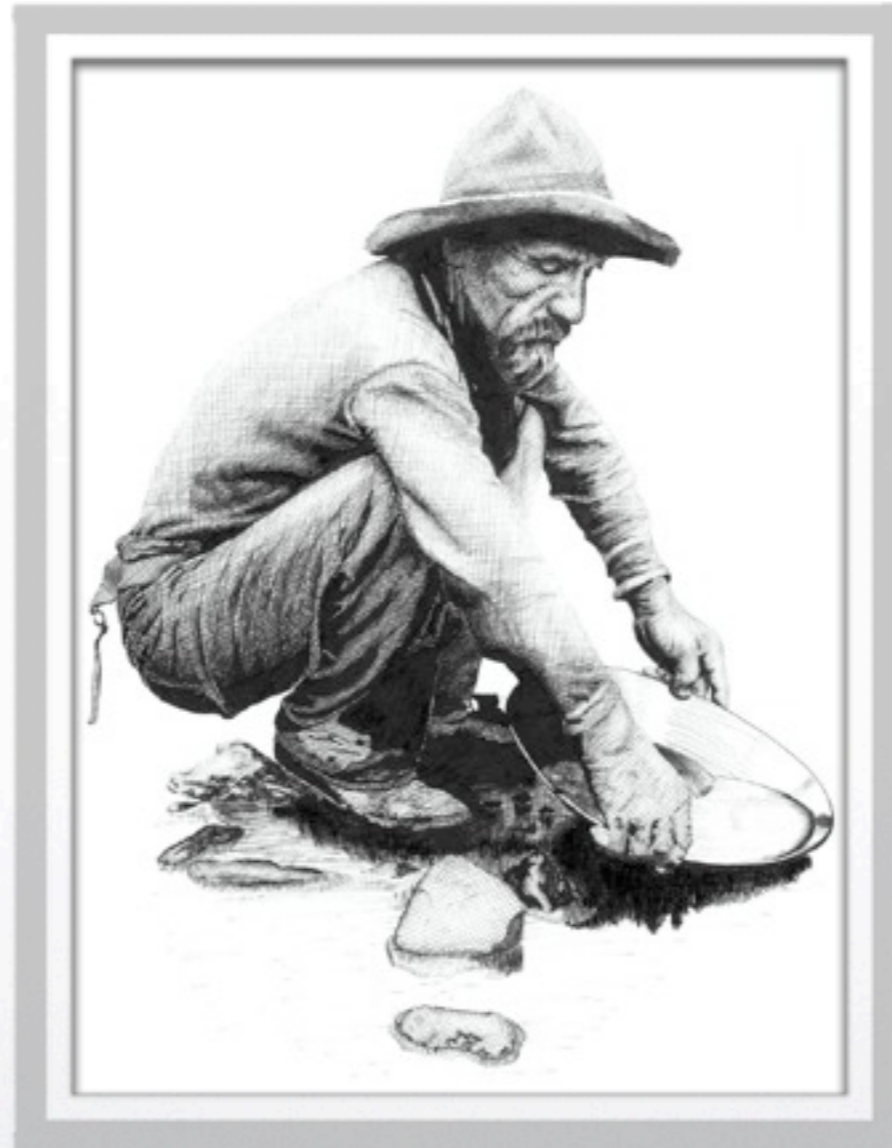


theprospectingexpert,inc.



5 Biggest Mistakes Salespeople Make on the Telephone

Meet “Hector” the Prospector!



Prospecting is the foundation of all businesses!

Page 4



theprospectingexpert, inc.



5 Biggest Mistakes Salespeople Make on the Telephone



Page 5

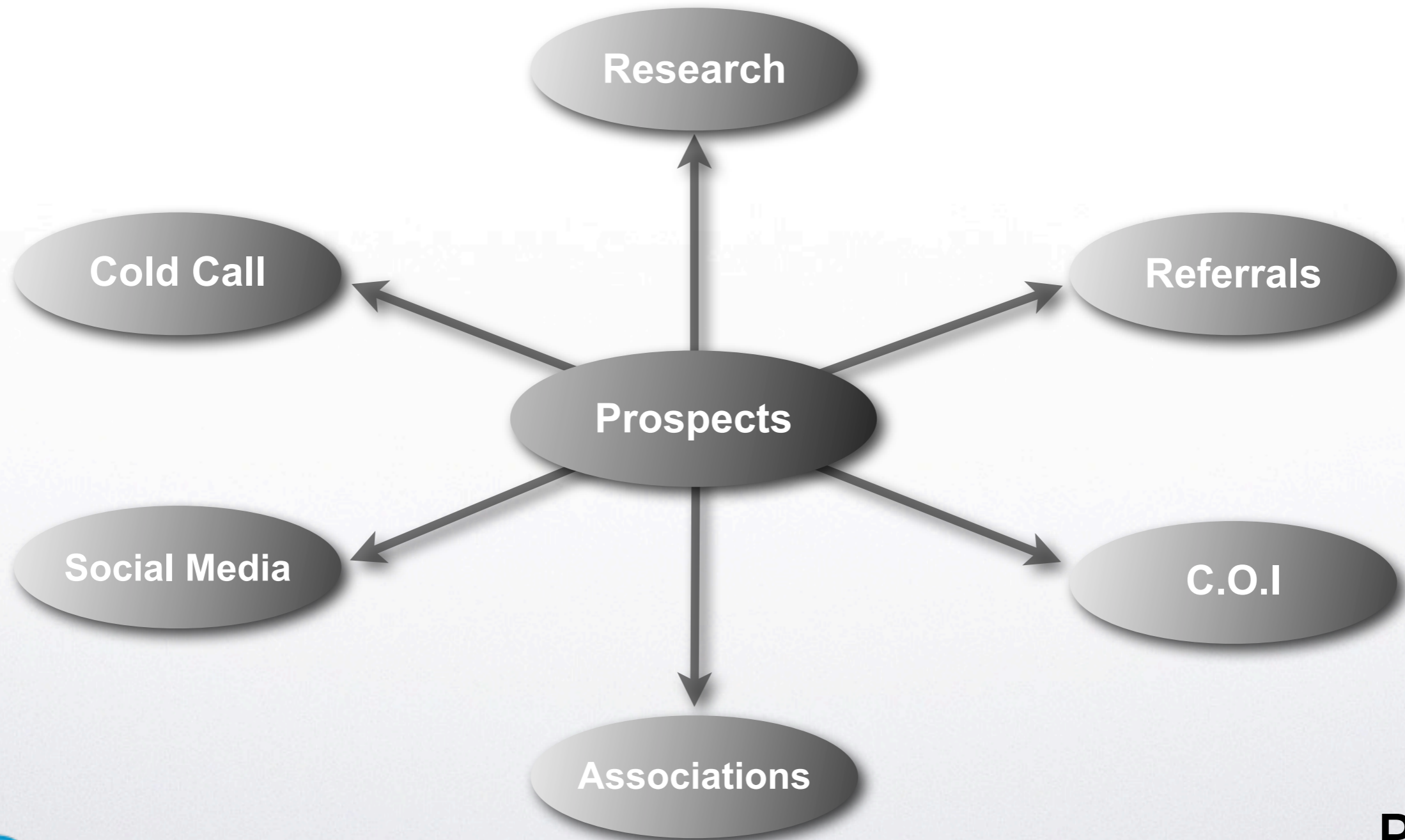


theprospectingexpert,inc.



5 Biggest Mistakes Salespeople Make on the Telephone

Where do your prospects come from?



Page 6



theprospectingexpert,inc.



5 Biggest Mistakes Salespeople Make on the Telephone



5 Biggest Mistakes

- Have no clear purpose for the call.
- Waste time with the wrong people.
- No game plan or strategy.
- Cannot articulate their “Unique Message”
- Fail to clearly communicate the next steps.

Page 7



theprospectingexpert,inc.



5 Biggest Mistakes Salespeople Make on the Telephone



The Wizard of Oz

- Purpose?
- Who?
- Game Plan?
- Solution?
- Next Step?



Page 8



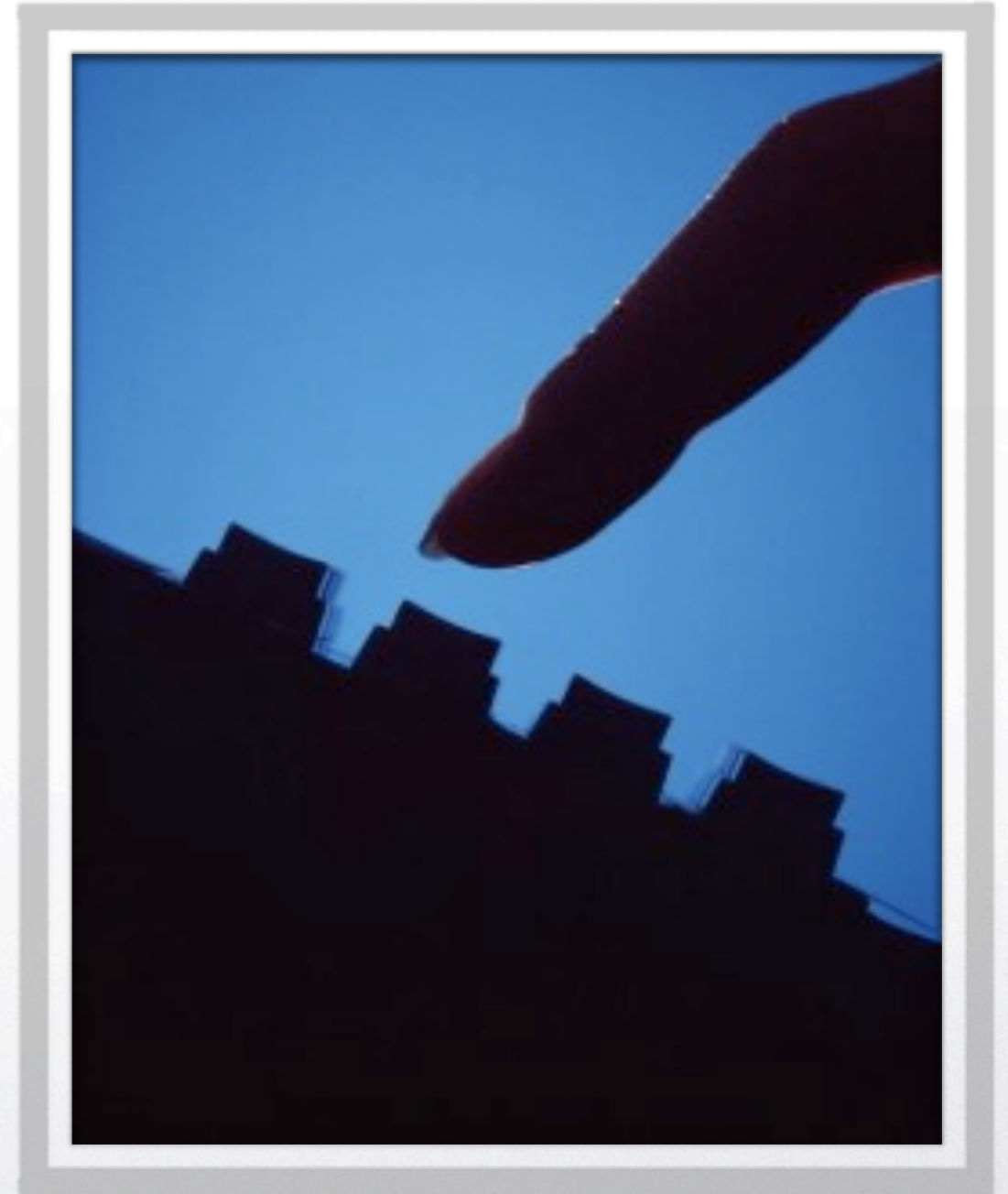
theprospectingexpert,inc.



5 Biggest Mistakes Salespeople Make on the Telephone



- What is the purpose of this call?



5 Biggest Mistakes Salespeople Make on the Telephone



- Who is the right person?



5 Biggest Mistakes Salespeople Make on the Telephone



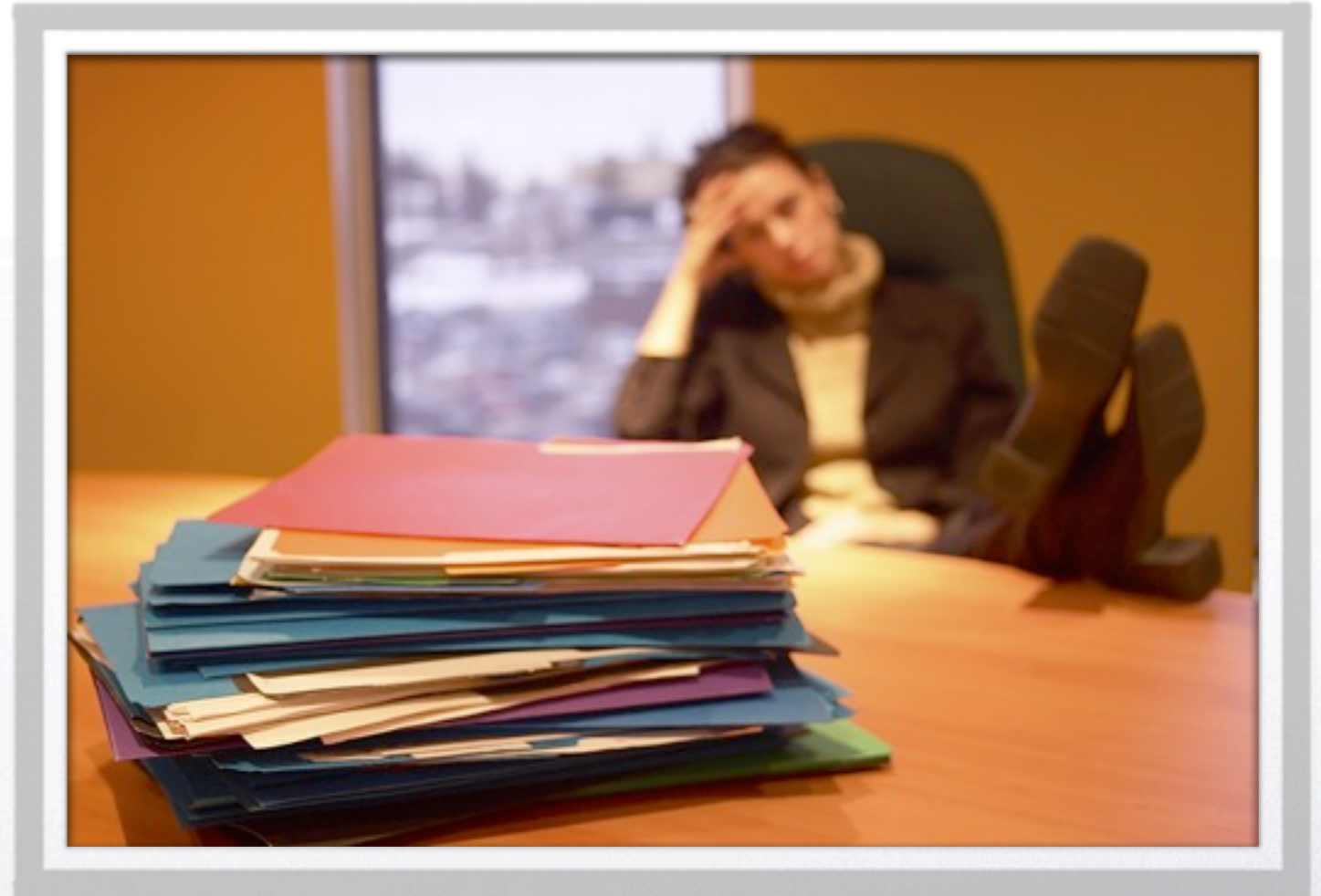
- What is the game plan?



5 Biggest Mistakes Salespeople Make on the Telephone



- What is the solution?



5 Biggest Mistakes Salespeople Make on the Telephone



Pain

- Eliminate
- Reduce
- Avoid
- Remove
- Diminish



Page 13



theprospectingexpert,inc.



5 Biggest Mistakes Salespeople Make on the Telephone



Pleasure

- Increase
- Expand
- Maximize
- Strengthen
- Build up



Page 14



theprospectingexpert,inc.



5 Biggest Mistakes Salespeople Make on the Telephone



Unique Message Template

- We have create some unique strategies that will (eliminate their pain) and (increase their pleasure)...



5 Biggest Mistakes Salespeople Make on the Telephone



- What is the next step?



Page 16



theprospectingexpert,inc.



5 Biggest Mistakes Salespeople Make on the Telephone

Bright Idea!



Page 17



theprospectingexpert, inc.



You can't close the sale unless you GET THE APPOINTMENT

Rule #1 – get in front of the prospect. For over 20 years we've helped Sales Producers like you get the appointment and close the sale. We know the battles you face and have practical tools to help build your success. Act today to sharpen your skills, build your prospect pool, get the appointment and win new business!

[LEARN MORE](#)



Take a TEST DRIVE

With our 14 Day **FREE TRIAL**. If you know The Producer's Tool Box is right for you, **Buy Now**.

[FREE TRIAL](#) [BUY NOW](#)

Welcome to The Producer's Toolbox

Bringing Value, Innovation and Growth to your business

The Producer's Toolbox is the only personalized, interactive online sales training and coaching resource that empowers sales producer's success by addressing the top three problems they face: Prospecting, Planning and Accountability.

We're here to help by delivering a simple and repeatable selling methodology that gives you the knowledge, tools and ability to attract more prospects, keep more clients and drive more sales. Our proprietary system will help you separate yourself from the competition, allowing you to grow your business and build a solid foundation for the future.

"I have been in insurance and risk management for over 30 years. Getting qualified appointments is the most challenging part of my business. I love using The Producers Toolbox because it teaches skills weekly. That way you can concentrate on one new skill per week. It also tracks my progress to measure my effectiveness. It has helped me increase the number and quality of my appointments." - Current User of The Producer's

VIDEO SPOTLIGHT

www.TheProducersToolbox.com



theprospectingexpert,inc.





theprospectingexpertblog

More PROSPECTS. More CLIENTS. More SALES.

HOME WHAT'S NEW PODCAST VIDEO SALES CLIPS ABOUT CONTACT STEVE

SEARCH

#12 – Biggest Mistakes That Salespeople Make on the Phone "New Stuff"

By Steve Kloyda · 0 Comments and 3 Reactions



If a sales person called you on the telephone and suggested meeting so he or she could show you all the changes and all the "New Stuff" how would you respond? Just as I thought, "I'm not interested." Yet how many times per day do we do that to our prospects or customers? First of [...]

Read more »

Categories: VideoSalesClips - Tags: Cold Call, Lead Generation, Salespeople, Soundclips

This One Idea Will Multiply Your Income

By Steve Kloyda · 0 Comments and 1 Reaction



Do you remember when you started out in sales? What was your first week or month like? I remember like it was yesterday. I wasn't really sure what was going to happen or what I was really suppose to do. When the stock

THE BLOG. DELIVERED.

SUBSCRIBE TO THE PROSPECTING EXPERT BLOG

email@domain.com

MUST-HAVE FREE RESOURCES



THE PROSPECTING PLAYBOOK



MAGNETIC SALES COACHING



www.TheProspectingExpertBlog.com

steve@TheProspectingExpert.com



theprospectingexpert,inc.

