

# ...TIME KILLS CALLS...

1. **HONEST** and **TRANSPARENT**

2. **INTERESTING** and **INTERESTED**

3. Believe you can make a sale from every call. (avg sales follow up for calls is 8-12x calls, to get first call is 8x's calls for internet leads. 75% of sales people never call back twice!!!)

4. Identify and solve problems

*Wave a magic wand what could I solve? Permanently? What would it be?*

5. Be logical and have structure

6. Be **ENTHUSIASTIC**, be **RESPECTIVE**, be **MEMORABLE**

7. Third Party Data, set yourself apart. Texting on a call send them the data while on the call. 328% increase during closing. 500% to appointment show ratio.

8. Scripts (Not conversations, controlled communications!)

9. Get to the close! Control the conversation.

10. Call Calculation. How many calls? Cost of calls? What is it going to cost not to make the call? Cold, Warm, Hot.... How many calls???

**COMMUNICATION MAKES MONEY. NOT CONVERSATIONS.**

**BE UPFRONT, TELL THEM WHAT YOU WANT! SET THE STAGE FOR THE CALL!**

**NEVER SAY:**

\* Your name and company in the same sentence.

\* **Never... How are you?** Leads into a conversation.

**INBOUND:** GOAL CLOSE OR OUTBOUND SCHEDULED CALL

**I AM THE GUY YOU WANT TO TALK TO!!!**

**OUTBOUND:** GOAL IS A SCHEDULED CALL, OR CLOSE...

Someone gave me your name and said you have a problem.

**I AM THE GUY YOU WANT TO TALK TO!**

<https://www.youtube.com/watch?v=RfOb8Xty54Y>