

Getting It On the Calendar: *No More Ballpark Pricing*



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Description

Wouldn't it be great if you could turn more phone calls into scheduled appointments – instead of more “ballpark” pricing -- and, without being one of those awful pushy people you can't stand? Good news! You can make simple and significant changes when you talk with clients that will honor them, you and your company – and, become the contractor of choice.

Remember – your office staff is your customer's initial contact with your company. This is the first opportunity to make or break a sale. If you want your staff to learn how to prompt a caller to schedule an appointment for your sales professionals – then this seminar is for your company to get that call on the calendar!

Key Outcomes

- Expose “sacred cows” – the elusive “impactors” that block sales
- Close more deals with honorable, simple, and significant changes in what you say
- Improve client communication with women, men & couples, and be the company of choice
- How to adapt to the caller's relating & communicating style and remain honorable and authentically you
- Turn phone calls into scheduled appointments and not just ballpark pricing

Other Information

Recommended Attendees:

- Frontline People ... anyone that talks with your clients
- Sales Managers and Sales Professionals
- Service Managers and Service Techs
- Dealer Principals and General Managers
- Office Managers and Office Staff

Prerequisites: None

Duration: 1/2-day

Delivery Method: Classroom, led by Sharon Roberts,
author of *Selling To Women & Couples*

Testimonials

“Helped me so much! The bookmarks are great. And the best part, I’m booking more business!”

“Helped me empathize with the customer, to better understand what they are going through rather than just trying to get them off the phone. Helped me out tremendously!”

“Great! Now I really stop and focus on what’s going on for them, instead of jumping to the conclusion that they are price shopping. And we are scheduling more appointments and closing more sales!”

“Thank you! It hit me how our people answering the phones really are setting the impression of what people think it will be like to do business with us. Professionalism had been slipping and I was letting it slide. I made it Priority #1 and made a much needed change! Thank you again!”

Take-Away Skills That Grow Profit & Sales

Sparking Curiosity and Cooperation

3. To build confidence

Clarify

- Ask clarifying
- Clarify with ex

Assumptions

- What are you they know, feel
- State the reas
 - For your
 - To preven
 - So that y

Context

- What are you seeing?

Power of Communication Signals

Yours & Theirs

Reaction and Expectations

• Conversation is critical in solving her concerns

- Does compa
- Expects to b
- Value her ve
 - Informati
- Values a big
- Values a con transaction -

What Clients Want/Don't Want

1. Friendliness
2. Care, C
3. Advanc
4. Options the wall

4 Proven Principles

Delight Customers & Co-workers at Every Point of Contact

1. Be up
2. Make
3. Be to
4. Choo

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Getting It On The Schedule: No More Ballpark Pricing

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