

Discovery Through The Telephone

No technology is as effective as utilizing the telephone with a personal message and helpful information.

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There are thousands of pieces of technology, software and apps available to us to help us leverage our business, but none as effective as utilizing the telephone with a personal message and helpful information.

If you're in Sales you have to be able to leverage your time and resources, your contact list and data base and learn how to use the phone to get appointments. You also have to use your voice – by delivering a compelling conversation that peaks

someone's interest and makes them stop and think.

They must be made to think about their own situation and how it can be that much better, more profitable, less stressful, and happier with your product and service.

If you don't engage with people and build relationships, it simply won't happen.

Many sales people are afraid to use the phone and strike up a conversation. Developing a series of scripts that sound natural and flow gracefully and easily is truly an art. And many sales people have never been taught how to conduct a Discovery Session or Needs Analysis. They do too much telling and talking, and not enough asking the right questions and listening. It's the most important part of the Sales Process and it is entirely designed to clarify if the prospect is right for you; to expand your list of Ideal Targets; and to generate more income for you.

And far too many don't actually ask for the money and wonder why they go home empty handed.

**The Sales Professional has
learned how to develop the art of
building solid, trusted
relationships and knows how to
craft a lovely easy conversation
around discovering the true
needs of the customer.**

By conducting Discovery Sessions through the telephone, you have an immediate opportunity to clarify the prospects needs, challenges, and concerns. And you can easily ask for their credit card and take payment over the phone. In a well developed Discovery Session, it's the design of beautiful questions, asked in the right order that gets the results you are looking for – which is closing the sale and getting the opportunity to deliver phenomenal service. When your prospects answer those beautifully crafted questions, they are essentially convincing themselves that you and your products and services are perfect for them. Sounds simple? It can be.

A few simple right actions lead to the right results. And the right results lead to more sales and income which is what every Sales Professional is looking for. This is about creating a brand new habit can that be utilized every single day in your business and it has been proven to generate more clients for you.

If you want to learn how to craft the perfect Discovery Session Questionnaire, drop me an email so I can send you information about my upcoming Accelerate Your Business with Discovery Sessions.

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