



The CONNECTION™

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Attention, Selling by Phone

Selling by phone is much easier than selling in person -- or is it? You don't have to worry about looking exactly right. And you certainly don't have your customer staring at you waiting for your next words.

But, the only information your customer receives comes from your voice and your actual words; they're not getting any visual information from you to keep their interest. And you can't read their body language, either. For all you know, your customer may be checking his e-mails as you're talking. So, how do you hold your customer's attention on the phone?

Here are a few tips:

- Send your customer an e-mail agenda for your meeting, so you've established a starting agenda.
- Ask open questions, so your customer does most of the talking.
- Use the same listening and dialogue skills you would incorporate face to face.
- Stand up when you talk, so your voice comes alive.
- Place your notes next to your phone.

You'll keep your customer focused on you and what you can do for them, not on their e-mail inbox.

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