

Incoming Sales Enquiries

Take Ownership	<p>“I’ll find out and ring you back”</p> <p>Never: “try tomorrow when he’s back”</p> <p>Also good: “Our resident expert is... I’ll just see if he’s in”</p>
Name and number	<p>First and second names, name of company</p> <p>As many other details as you can get</p>
Question and listen	<p>Reason for calling</p> <p>Product they are interested in</p> <p>Required when?</p>
Make notes	<p>Especially spelling of names, exact numbers, dates etc.</p>
Close	<p>She’s free on Tuesday – would you like me to pencil in an appointment for you?</p> <p>Would you rather she visited you, or you could come in here and meet her?</p> <p>No obligation – just to come in and have a chat and see if you want to pursue it after that</p> <p>Only about 20 minutes unless you want to ask him some extra questions</p> <p>No trouble, local, travels past there every day</p>
If no close: Offer next action	<p>Always: “I’ll phone you, Z will phone you, we will write to you, Z will arrange a visit, it’s probably best if I get <i>him</i> to ring <i>you</i>, because he can be hard to get hold of you”</p> <p>Never: “you’ll phone next week; we’ll wait to hear from you; you’ll call us when ready”</p>
If no next action: Leave door open	<p>OK if Z calls you next week to check you’re OK on the information we’re sending you?</p> <p>OK if we phone you in a few months to keep in contact?</p>
“Can we help you on anything else?”	
“How did you find out about us?”	
“Thank you for calling”	