

Tips for Making the Sale: Getting Past the Secretary



The secretary's job is to screen the boss's calls. As a manager you have instructed your secretary how to hold all incoming calls. Your sales people have the challenge of getting past the secretary when trying to contact the decision-maker. This newsletter is dedicated to all who would like to know how to start a telephone call and how to get past the secretary.

1. Address and Introduction

Start with a nice friendly introduction including your name and company. For better understanding, say your surname first then repeat it together with your first name. Example: "Hello, my name is Public, John Public from ABC company" Be careful about your voice and pronunciation. For tips, see the yellow box.

2. Ask for the Person Directly

Prepare for the telephone call so that you can ask directly for the right person – the decision-maker by name. "I would like to speak to Mr. XYZ please!" or even "Please put me through to Mrs. QRS." Asking who is the Manager before asking to speak to him or her is a sure signal to the secretary that you do not already have a connection to this important person. Do your research before you make the call.

3. Problem Solving and Benefits

Often the secretary will ask about the reason for your call. Your response is critical. It must break the ice and give her a reason to connect you to her boss. You need an answer that doesn't reveal too much, piques her curiosity and seems to offer some benefit. Example: "It is about some important new information in the area of, which will help your boss to" Never tell the secretary that you won't or can't tell her the subject of your call. She will block you immediately.

If the secretary tells you that the person you wish to speak with is not available, ask for the best time to reach that person and make an appointment for your next call. Possibly, the secretary might even offer you a return call.

4. Next Call

When you call again (because you didn't receive the promised return call), try to make the secretary your partner. Address the secretary by name and show her that you understand her situation: "I know that Mr. told you not to disturb him, but I have some very important information for him." Or, "What time would you say would be best to reach Mr. ...?" You could also offer to call after 5 p.m. because your point of contact would have more time and ask for his phone extension. Always remain polite! The secretary is only doing her job and you may require her help in the future if all goes well.

You will find more information about Selling Skills in many **BEITRAINING**[®] training programmes. Feel free to contact us for more information.

Your Voice on the Phone

- Speak slowly.
- Speak in a deep voice. A deeper voice creates more confidence.
- Speak clearly.
- Smile. The person you are calling will hear your smile!
- Stand up to make your calls. This will give you more energy and make you sound more confident.

Quotation of the Month:

"If you want to sell something, you must understand the language. But if you want to buy something, everybody understands you."

Gabriel Garcia Márquez

BEITRAINING[®] Advances in 'Top 100 Franchisors' Ranking

Once a year the business magazine 'Impulse' publishes the ranking of the best franchise systems. In 2009, **BEITRAINING**[®] was ranked for the first time 91st, in 2010 80th and this year was able to improve its position 8 places to 72nd.



"We are happy with our steady improvement over the last 3 years and plan to continue for the next years to come," states Andreas C. Fürsattel, CEO of **BEITRAINING**[®] whose head office is in Nuremberg. "As well, we are proud that the franchise systems that work closely together with us for their training needs also have strong positions in this ranking. 10 clients of **BEITRAINING**[®] are amongst the top 100."

The 'Top 100 Franchises' ranking is published in the 09/2011 edition of 'Impulse'.



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