

# techniques inspiration

The Tammy Stanley  
**Sales refinery**  
A Better Bottom Line Is No Laughing Matter

## Telephone Techniques That Make Consultants Effective — Not Pushy!

For direct sales consultants the telephone is their best friend and their worst enemy — calling prospects is the simplest way to get a direct sales business off the ground, but getting consultants to actually pick up the telephone and call is more than challenging.

There are two major reasons your consultants resist picking up the phone. Firstly, they don't know what to say. Secondly, they don't want anyone, but especially their friends, to think of them as "pushy salespeople."

In order to overcome these obstacles and resistance, consultants need a comprehensive program that not only points out all the benefits from calling prospects and the dangers of failing to do so, but also clearly illustrates effective techniques that alleviate any concerns about pushy salesmanship.

In this workshop, consultants accrue the collateral they need to feel good about calling prospects and customers. In addition, they learn 10 essential elements in any prospecting and/or follow-up call, the reasons why those elements are essential (this is what convinces them to use them), and the keys to assembling the perfect offer without a hint of "pushy salesman" tactics.

### Program Key Points:

- > 5 inconspicuous reasons to call prospects (Customers actually want the consultant to call them)
- > How to STOP making the common mistakes most sales people make on the phone (This is key to achieving better receptivity and results)
- > An easy way to use the phone and more effectively follow up with prospects (Consultants love hearing how positively their prospects and customers respond)
- > The strategies and secrets master sales people use to get prospects in the palm of their hands (There are specific words that condition prospects to say, "Yes")

### Following this keynote presentation, participants will be able to:

- > See the necessity of picking up the phone and calling prospects and customers
- > Feel confident about calling prospects and customers
- > Make quick calls without wasting theirs or their customer's time
- > Recognize and avoid pushy salesmanship
- > Quickly and easily get appointments and bookings

**Tammy Stanley** 🗣️ motivational speaker > author

☎️ 480.775.4866 📠 480.296.9552 📍 954 E. Drake Drive, Tempe AZ 85283 🌐 [www.thesalesrefinery.com](http://www.thesalesrefinery.com)

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