

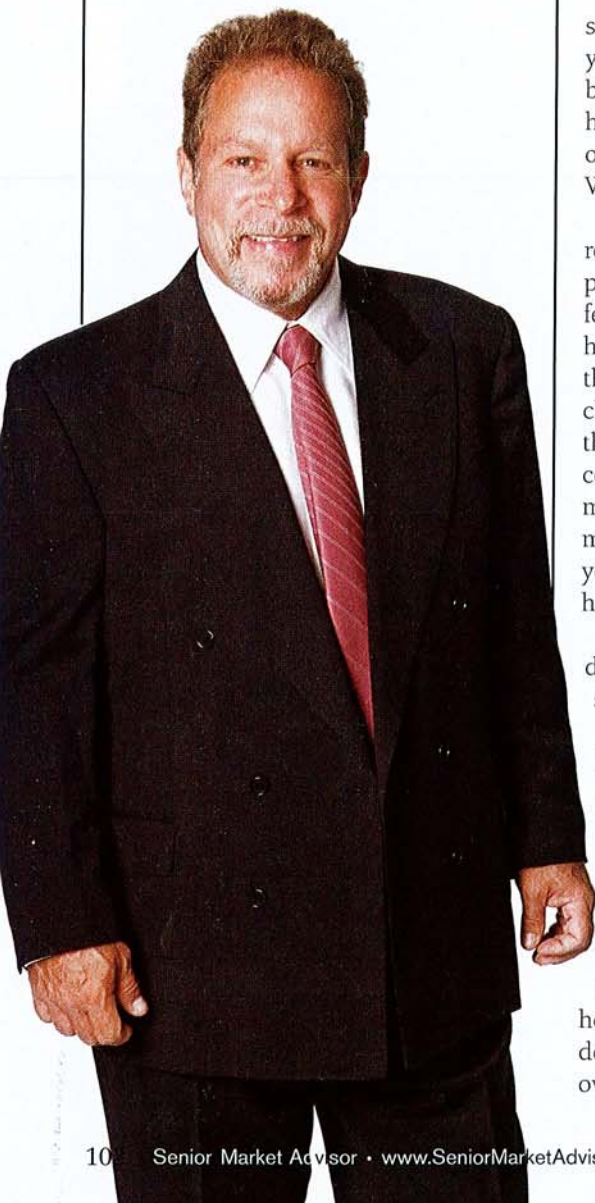


An invitation to call

“

It's difficult to establish a bonding relationship with the client during the first phone call.

”



ARE YOU HAVING TROUBLE building a relationship with a prospect in that first phone call? Yes, me, too. Ever wish you had a simple, effective method to get that second call welcomed, a method you could use time and time again? And it worked every time? Me, too.

No need to despair. There is a solution. It's about getting the client to accept your second call willingly.

It's also about providing additional service to the potential client, proving your diligence, showing benefits and blah, blah, blah. Isn't this where your head starts nodding and your eyes glaze over? Hey, this is a marketing column. What did you expect, humor?

Here's the setup. The client calls in response to your ad, to your mailing piece, to your soliciting call, to a referral or whatever. Even though you have the client on the phone, it still is the first conversation with you. The client simply isn't ready to buy anything. He doesn't know you; he is uncomfortable with you at this point. Or maybe the large amount of money you mentioned is concerning, and basically you haven't established trust; you haven't earned his trust.

To be honest, as I always am, it's difficult to establish a bonding relationship with the client during the first phone call. First phone call sales are for high pressure: pieces of land, office supplies and toner. Your new prospect simply ain't buying anything you're selling at this time.

Apply too much pressure now and the prospective client will be reluctant to set up additional phone calls. Even though you know you're honest and a heck of a nice guy, he doesn't. So, how does an honest advisor overcome this?

Answer: The client mentions something (anything) in passing. That's the perfect time for you to say, "That's a great question" or "That's a very interesting comment." Follow up immediately and say, "I'm not sure about that answer. I'll research that question and have a firm answer for you by Friday morning. I'll give you a call later that day, and I'll have some solid answers for you."

What does this 20-second statement do? It does several things, all of which are good for you:

- It establishes a reason to call back and talk to the client directly.
- It proves trust and reliability when you have performed the research and called back diligently with the correct information, as promised.
- It establishes your call as one the client will accept — it's no longer a soliciting call. You are calling the client back with an answer to his question.
- It gives you a screen pass. If your call is screened by an executive assistant, you can tell that person the call is about a question from an earlier conversation.

You have created the golden second opportunity: a welcomed call. If there still is no comfortable relationship, apply this same method in the new conversation — prove your diligence further and call again.

JEFFREY DOBKIN IS A HUMOROUS SPEAKER ON EFFECTIVE MARKETING AND SALES METHODS WHO HAS WRITTEN FIVE BOOKS. HE ALSO WRITES SALES LETTERS AND MARKETING MATERIAL. VISIT WWW.DOBKIN.COM OR CALL HIM DIRECTLY AT (610) 642-1000.