

LESSON PLAN

Telephone Prospecting Utilizing Professional Selling Skills

DISCUSSION POINT

RELATED INSTRUCTOR ACTIVITY

I. Presentation

Ref: COMNAVCRUITCOM INST 1133.6 series

A. Telephone Prospecting

1. The sound of your voice is the first thing the customer hears: you want to sound like a confident, friendly professional who's enthusiastic about your product and eager to engage in dialogue.
2. The attitude you project is 80% of the call. Every minute counts towards making goal and enhancing your quality of life.

B. Phone Prospecting

1. The telephone is not a substitute for personal contacts.
2. If used properly, it will allow the recruiter to make the most contacts in the least amount of time.
3. Six principles of phone prospecting
 - a. Inventory yourself.
 - b. Chain yourself to the desk.
 - c. Set a time limit and adhere to it.
 - d. Don't let anyone or anything disturb you.

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- e. Use the telephone because you believe the prospect will benefit from your phone call.
 - f. Don't stop on an unsuccessful attempt, stop on success.
4. The impression your voice makes on others results from a combination of five factors, all of which you can control:
- a. Pitch: While the natural pitch of everyone's voice is different we can vary our pitch to create the desired effect. Variations in the pitch and enthusiasm sustain interest. In opening a call, avoid speaking in monotone.
 - b. Tone: The most pleasant, open conversational tone.
 - c. Clarity: Clarity is important on the phone. Speak clearly at all times and be sure to pronounce final consonants.
 - d. Volume: Speak a little louder on the phone than you would face-to-face conversations, but don't shout. Be careful not to let your voice trail off at the end of sentences.

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e. Rate/pace: Although you want your opening to be brief, you don't want to sound rushed. In fact it is a good idea to speak a little slower than you would during a face-to-face conversation.

5. Three reasons to phone prospect:

a. Create awareness.

b. Get face to face with an applicant to conduct an interview.

c. Get enough blueprinting information to determine, if, and when to call prospect back.

6. Proper planning requires examining each steps:

a. Confirmation. To verify you are speaking with the right person

b. Courtesy Statement. Establish rapport with the person answering the telephone. The courtesy statement is used to convey to the prospect that you realize a phone call is an interruption.

c. Identification. This step is identifies the recruiter to the person answering the phone.

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- d. Create Interest. This step is to immediately use the rapport you have established to further show the prospect why he or she should be interested in meeting with you on face-to-face basis.
- e. Ask for the Appointment. This is the objective of the sales message. Be direct, ask for what you want." Would next Tuesday or Wednesday be more convenient for you?" Always use the alternate choice method; either proposal is to your advantage.
- f. Ensuring the Appointment. To decrease the "no show" rate, the appointment should be made at a location convenient for the applicant. The ideal location for the interview is your NRS. Literature, films, testimonials, etc. are readily available for your utilization.
- g. Privacy Act/ Blueprinting.
- h. Ask for Referrals.
- i. Confirm Commitment.
- j. Closing.

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7. Handling Concerns:
 - a. Unfortunately, the prospect will frequently raise concerns to meeting with you. This is not failure on your part to sell the appointment effectively, but a display of human nature. You have offered him a benefit, yet they still have concerns. They are probably thinking, “ Why and What’s the catch?”
 - b. You realize that concerns are not the exception, but the rule.
 - c. You should not feel surprised or defeated. You should be prepared to answer the concerns. A refusal to meet on Tuesday or Wednesday may not be a turndown; you may need to find a more desirable day. If the individual is unable to meet with you anytime, it’s probably an excuse not to meet with you at all.

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- d. Find out what the concern is and use your phone script as a guide. Make sure you really understand what the applicant is concerned about. People tend to get friendlier after the second or third "NO". Always seeks referrals even if you cannot secure an appointment. Remember, regardless of how negative the person is on the other end of the phone, remain positive and end the phone call with positive Navy Awareness. Do not give them a reason to talk bad about you and the Navy.
8. Concerns to be covered:
- a. Indifference
 - b. Misunderstanding
 - c. Drawback
 - d. Skepticism