

# MANAGER'S MEETING GUIDE

## EFFECTIVE TELEPHONE TECHNIQUES

### BEFORE YOUR TRAINING MEETING

1. Schedule your training meeting, and send e-mail, voice mail, or memo to all of your team, informing them of date/time. Also, remind them to complete the week's listening assignment.	Date of training meeting: _____ Time of training meeting: _____ <input type="checkbox"/> I have invited my team.
2. Listen to this week's audio lesson.	<input type="checkbox"/> I have listened to "Effective Telephone Techniques."
3. Key coaching points to remember for this week's training meeting:	<ul style="list-style-type: none"><li>• One fundamental truth about leads and applicants: They pay attention to recruiters they perceive have something valuable and important to say to them.</li><li>• Ten ways to increase the likelihood that a person will return your phone call:<ol style="list-style-type: none"><li>1. Communicate clearly that you'd like them to return your call – don't be shy, tentative, OR too aggressive about it.</li><li>2. Communicate the best times for them to return your call.</li><li>3. Be sure to leave your name - slowly and clearly.</li><li>4. Leave your number twice – Take the time to spell out the name of your organization.</li><li>5. Explain what the <b>Reserve</b> does AND provide a taste of the benefits they could receive.</li><li>6. Be very clear about the time you'll call them back – should they not be able to return your call.</li><li>7. Don't be surprised or shocked if they don't return your call – however, if only 20% take the time, you've increased your odds.</li><li>8. Consider providing your lead or applicant with the name of someone else who can field their calls should you not be there.</li><li>9. Make your message long enough to make your point, but don't take it to the point that it becomes a full-blown monologue.</li><li>10. Monitor your percentage of return calls so you know something about your return effectiveness.</li></ol></li></ul>
4. Get ready for your training meeting the day before it's going to be held:	<ul style="list-style-type: none"><li>• Make sure the meeting room seating is arranged for group discussion.</li><li>• Be sure to have at least one large whiteboard and/or flip chart with markers.</li><li>• Send an e-mail, voice mail, or memo reminder to your team.</li></ul>

## 1

## 2

## 3

## 4

# Topics for Discussion/Action at Your Training Meeting on “Effective Telephone Techniques”

- Does anyone remember any of the ten ways to increase the likelihood that a lead or applicant will return your phone call? What were they? Let’s list all ten on the whiteboard/flip chart.
- Has anyone tried any (or all) of these techniques before? What were the results?
- On your Sales Success Worksheet, you were asked to come up with 3 leads or applicants you’d like to recruit. Then, you were supposed to write telephone messages for each of the three people.
- Ask a few volunteers to read their messages aloud for the group.
- Next, I’d like for you to practice each of your three messages aloud to a partner. Partners, be sure to give constructive feedback.
- When we leave this meeting, I’d like each of you to commit to using telephone messages like the ones you developed on the Sales Success Worksheet for your leads and applicants. I’ll be following up with you to see if your call-backs have increased or improved otherwise.
- (SUPERVISOR: Remember to follow up!)

# SALES SUCCESS WORKSHEET

## EFFECTIVE TELEPHONE TECHNIQUES

I listened to “*Effective Telephone Techniques.*”

- Make a list of 3 leads or applicants you would like to recruit.

Leads or Applicants:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

- What should your telephone message be for each of these 3 people?

Leads or Applicants:

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.