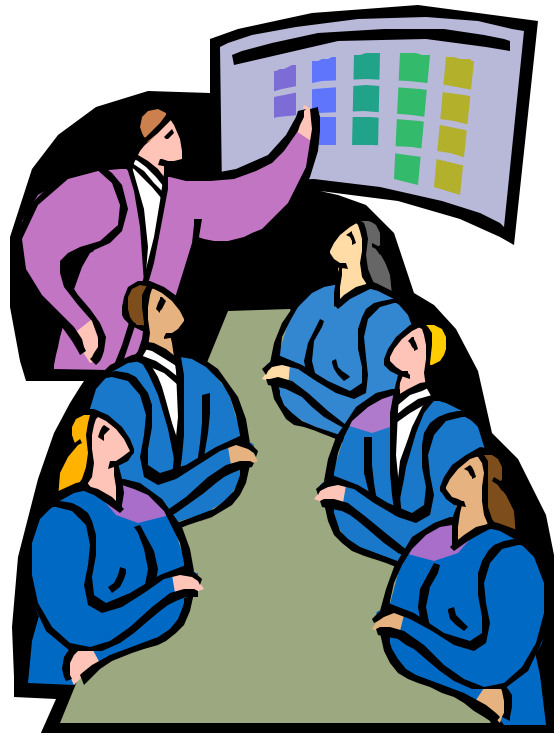




www.RentGlobe.com

Training Session III



Telephone Sales Process



RentGlobe Sample Presentations

Professionals (Doctors, Lawyers, Technicians etc)

Hello, (Give Name), I'm a representative for RentGobe.com which is an online internet advertising/marketing company. The primary focus of RentGlobe.com is Home Rentals and Home Buying; **additionally we feature Businesses and Professionals such as you.** We are currently focused on Vallarta and would like to give you an opportunity **to advertise your business or organization through RentGlobe.com.** This will be an excellent opportunity for you to take advantage of reaching many of the more then 4,000,000 who visit Vallarta each year. We are presently offering a fifty percent discount to new customers.

Restaurants/Entertainment Operators

Hello, (Give Name), I'm a representative for RentGobe.com which is an online internet advertising/marketing company. The primary focus of RentGlobe.com is Home Rentals and Home Buying; **additionally we feature Restaurants, Entertainment establishments and Businesses.** We are currently focused on Vallarta and would like to give you an opportunity to advertise your **Restaurant, Entertainment establishments** through RentGlobe.com. This will be an excellent opportunity for you to take advantage of reaching many of the more then 4,000,000 who visit Vallarta each year. We are presently offering a fifty percent discount to new customers.

Hotels/Resorts, Property Owners

Hello, (Give Name), I'm a representative for RentGobe.com which is an online internet advertising marketing company. The primary focus of RentGlobe.com is **to feature Home Rentals and Home Buying,** additionally we feature Restaurants, Entertainment establishments and Businesses and professional services organizations and **Hotels and Resorts.** We are now currently focused on Vallarta and would like to give you an opportunity **to advertise your Home or Resort through RentGlobe.com.** This will be an excellent opportunity for you to take advantage of reaching many of the more then 4,000,000 who visit Vallarta each year. We are presently offering a fifty percent discount to new customers.



Things to Remember About Getting Your Foot in the Door Using the Telephone

A RentGlobe.com sales rep's introductory statement on the telephone is the most important part of the outbound sales call. Without an attention getting opening statement with benefits, most consumers won't want to listen or continue the conversation.

Three Things to Remember About Your Opening Statement:

You have only 9 to 15 seconds to get the prospect's attention, so your first 35 words should let the prospect know they will GAIN something important by talking with you.

In the first 9 to 15 seconds of the phone call, you must answer the prospect's mental question:

What's in it for me and why should I listen to this person?

They will want to listen if they feel they will benefit.

GET YOUR FOOT IN THE DOOR USING THE PHONE

The best way to get your foot in the door using the telephone is to use the five-step opening statement:

1. Your name & prospect's name and your company name
2. Connection or Attention-Getter,
3. Reason for Call
4. Benefit Statement,
5. Question relating to a need



EXAMPLE – RentGlobe Rep Calling Home Owner

Step 1. "Good morning, Mrs. Prospect, this is Ken Daniels from RentGlobe.com."

Step 2. "I am a Puerto Vallarta representative for RentGobe.com which is an online internet website which is now advertising/marketing real-estate and business in your area."

Steps 3. & 4. "The reason for my call today is to let you know that many of the businesses Vallarta are now choosing the internet as a way to target the over 4,000,000 visitors to Vallarta each year. We are now offering to all new customers half price for any Rentglobe advertising for a one year term.

Or

I'm calling about a new marketing channel that is now available in Vallarta, which will give much greater range compared to your current method of advertising and reach those you wish to target more efficiently

Step 5. "This is now high season and a perfect time to reach many of these visitors arriving in Vallarta. You can choose from one of the following Advertisements.

There is enormous power in your choice of words and phrases during the opening statement. Certain words are very positive in directing the course of a conversation and can bring you the results you want.



An almost perfect voice mail message

On Wednesday while I was out of the office I received a call from someone (her name is Judy) who works for the company that publishes a magazine I subscribe to. Her voice mail message sounded good; she was clear and articulate. But something was missing.

What She Didn't Say

I don't know her and have never spoken with her before, but she had a very nice, friendly voice. Judy used the right words – almost.

The reason for her call: My subscription to her magazine is about to expire. She was calling to ask if I wanted to renew. But she did what nearly 50% of telephone marketing people do: She did not use her last name.

Why use your last name? Using your last name sends a clear message of professionalism. NOT using your last name diminishes the importance of your message.

Judy's message:

"Hi Ann, my name is Judy. I work for the Smith Publishing Group. You've been subscribing to our magazine for the past three years. Your last issue is due to ship in July and I'm checking to see if I may send the renewal invoice to you. It's \$99 for the year. My telephone number is (she stated her telephone number clearly). Can you give me a call today with your decision? Thank you, Ann."

PROBLEMS WITH NOT USING A LAST NAME

some telesales people may think it sounds *friendly* - but NOT using a last name can cause confusion and waste time for the customer. Last month I received another voice mail message from someone (Betty) who did not use her last name.

A Lost Sale

When I returned the call and asked to speak to Betty, I was asked: "Which Betty? We have three Bettys." Because I didn't know which Betty called me, I ended the call. Betty lost a sale simply because she did not include her last name in her voice mail message



Pre-handle Your Toughest Objection

What is the objection you hear most often from prospects? One that is very difficult to overcome? Some businesses pre-handle objections by bringing them up FIRST, before prospects mention them.

Pre-Handle the Objection

Every product and service has some disadvantages. Nothing is perfect and everybody knows that. Most salespeople try to steer the conversation away from an objection. But by admitting and openly discussing the drawbacks of your products or service, you become much more credible in the eyes of your prospects. As an example - here is part of a sales letter sent to prospects by a small local restaurant:

" . . . if you want waiters in tuxedos with white linen cloths over their arms, menus with unpronounceable words all over them and high-priced wines served in silver ice buckets, our little restaurant is not the place to come. But if you want DELICIOUS, home-cooked pasta with tasty sauces made with fresh herbs, vegetables and spices by a real Italian chef, and if you will trade white linen for red and white checked plastic tablecloths, you will like our restaurant. If you're okay with a choice of just two wines – red or white – we'll give you as much of it as you want, from our famous bottomless wine bottle, FREE with your dinner."

Turn Disadvantages into Benefits

This restaurant owner took his competitive disadvantages and turned them into benefits. How can you do this?

Suppose you own a very small business with no storefront and you sell by telephone, fax or e-mail. You can compare your business to larger, more impersonal businesses.

Example:

"If you want to get into your car and drive to a shopping mall and walk into a large store filled with shelves full of boxes and cartons of products you're not interested in, with gigantic displays and dozens of employees, then our small company is not for you. But if you want personalized service by dedicated employees with extensive product knowledge and a desire to help you, you will love doing business with us."



Words to use to attract customers to RentGlobe.com

Three unique ways to attract customers

"Different." "Surprising." "Nice." "Great idea."

Not easy to find what you are looking for but we also offer something that other website don't offer.

Positive Power Words

3 Words That Get Attention

- Half-Price Sale
- (Just as powerful as "Buy One – Get One Free")

Three Ways to Create and Hold Interest when Writing

1. Start your letter with a pertinent question to get people into it. Throughout the letter, work in questions that stimulate interest.
2. Begin with your strongest benefit.
3. Avoid vague generalities. Be specific.

Three Words that Turn Prospect Off

Think about the last time you received a telephone call from someone you didn't know. Specifically: a telemarketer. What was it about the beginning of the telephone call that caused you to lose interest?

Here is an example of what turns off most consumers receiving an unexpected telephone call from a stranger:

CALLER: "Hello. How are you today?"

If you are like most of us, when a stranger calls and asks "How are you?" you immediately feel that person is going to try and sell you something. Your guard is up. You may be thinking: "He doesn't even know me. He doesn't really CARE how I am." Right away you begin to think of ways to end the call.

When calling someone you KNOW, then it IS appropriate to ask "How are you?"

QUESTION: On a sales call, what works BETTER than asking "How are you?"

ANSWER: Getting right to the point. Introducing yourself and your company and stating the reason for your call – including benefits for the listener.

Many sales people ask that question because it is a habit. But when those three words are eliminated, you'll be surprised at how much better the response will be.



We are Closes first

Sale Definition

The exchange of goods or services for an amount of money or its equivalent; the act of selling

Closer Definition

A person's ability to bring the sale or deal (*agreement*) to a conclusion which is in favor of the seller.

- Leave them while the music is still playing (e.g.)
- Knock them off their platform (e.g.)
- Never work for free (e.g.)
- Do what you said you would do (e.g.)
- Suit Up, Show Up, Shut Up, and Close Up! (e.g.)

Closing isn't about who you are, or where you have been, it's about Where You Are Right Now! Right Now! And Right Now! This is why I don't just offer information; I am consistently and constantly creating information for you by Closing Deals, Right Now, Right Now and Right Now!

Closing is the key to every successful business and failure of any business can be attributed to a lack of learning this valuable skill.

Appearance ... Overall Personal Approach

It takes more than just talking to a customer and a prospect.

Body language, eye contact, clothing, demeanor/attitude, and over all appearance are critical... especially on the first meeting.

However, there are salespeople who are clueless in preparing properly for communicating in person. The fault lies with the individual's sales manager.

A lack of or disregard for training and advising these people and/or not enforcing established policies reflect inadequate management skills