

70 Totally Random Phone Tips

From

Paul Castain

Hey there . . .

Thanks for stopping by to check out these tips to help you with the phone.

As with everything I do on Sales Playbook, there are no strings attached, no catch, no hidden agenda.

If you like the tips, feel free to pass them along to your network and if you don't, then this E-Book deserves a trip to the round file.

Thanks again and happy selling!

With respect & appreciation,

Paul Castain

Aspiring Rock Star



- 1) Keep a mirror on your desk. How you look is how you sound.
- 2) Get a headset or extra long phone cord. Move when you talk. Motion leads to emotion . . . yours and ultimately theirs!
- 3) Tape your end of your conversations. Coaches review the tape of their games, so should you.
- 4) Call your own voicemail every now and again to check your temperature. Listen to that voicemail as your prospect would.
- 5) The great Jack Welch once said: Your job is to never be a bore. If you're a bore, slap yourself. Think about that every time you pick up the phone and instead of slapping yourself, adapt and adjust . . . Unless of course, you are into sick stuff like that!
- 6) Here's how you can [set an appointment the right way](#)
- 7) Do not take inbound calls when you are making outbound calls. Too easy and too safe. Instead, check your messages hourly.
- 8) Turn off your Outlook and/or blackberry when making your outbound calls. They can become a safe distraction from your "money" activities.
- 9) Athletes and musician's warm up before they perform, so should you. You can warm up by calling your own voicemail, role playing with a co worker (and not the kinky kind) and calling an existing client or two.
- 10) Every verbal agreement should get a written confirmation. When a prospect agrees to do something, don't let them commit it to memory. Email and/or hard copy.
- 11) When was the last time you sent a handwritten thank you to either a prospect or an assistant who was helpful. Note: It has a way a keeping you top of mind long after they hang up the phone.
- 12) Don't ever call to "check in" . . . seriously dude!
- 13) Listen to some comedy before making your calls. Hard to be nervous after you just peed your pants.
- 14) Challenge yourself to live by the "Rule Of 3" . . . have at least 3 responses to every standard objection. How about at least 3 different types of voicemails etc. Where else can you use the "Rule of 3"?
- 15) The VP of Sales can be an often overlooked point of entry in an organization especially if can tie your offering to revenue generation . . . just sayin!
- 16) Today you are cordially invited to have a listen to the tired voice mail on your office phone and your cell. Is it time to refresh that bad boy?
- 17) Calls transferred internally look different on the Caller ID . . . sometimes calling the wrong extension and asking to be transferred can be a good thing!
- 18) Consider a "10 Before 10" mindset each day . . . 10 calls before 10 in the morning to help dismiss those urges to procrastinate!

- 19) Check out Art Sobczak's cool website for building Jedi-like phone skills.
<http://businessbyphone.com/>
- 20) Check out Trish Bertuzzi's LinkedIn group [Inside Sales Experts](#)
- 21) Repeat after me . . . "No isn't a door slammed shut for all eternity. It simply means 'Not Now'. Things change dude!
- 22) Do you get nervous while making your calls? Hold a warm cup of water and the warmth travels the nervous system and has a calming effect. Tequila does too but baby steps my friend!
- 23) Keep a digital voice recorder in your car and make note of the businesses you pass each day. You'd be surprised how much money you pass and you will keep a steady supply of potential prospects!
- 24) Keep a beach chair in your car and make your calls outside on nice days. I won't tell anyone that you are enjoying yourself.
- 25) Consider doing your calling in 60-90 minute blocks to keep from sounding mechanical and burning out.
- 26) Want to know the absolute best time to make a call? [EVERYDAY](#) . . . click on that link and print out the handy dandy poster!
- 27) One of the easiest rebuttals to an objection is to begin with "Why don't we get together anyway" and then offer a compelling reason why you should meet.
- 28) "Sparring" with a co worker before hitting the phones will whip you into shape. "Sparring" is simply throwing objections at each other and responding.
- 29) Want to kick that "Sparring" up a notch or three? Raise the difficulty level of the objections and then require each participant to give three different responses.
- 30) If you or your prospect can say "So what" to anything you offer . . . it might be time to rethink your message!
- 31) Don't embrace the phone as a stand alone strategy. Make sure it is part of a well balanced mix of sales activities!
- 32) Here's [a list of over 200 songs](#) to get you pumped up before you hit the phones!
- 33) Turn objections Upside/Down by responding with "Why don't we get together anyway. The upside is (fill in a cool benefit here) and the downside, other than a few minutes of your time, I can't think of one"
- 34) Give yourself a Pep Talk before and during your calls. Reflect on your accomplishments then go forth and kick ass!
- 35) Consider an accountability partner for your calls each week. Commit to getting on the phones together and/or a certain minimum activity level. Kind of like having a "spotter" when you lift weights!
- 36) If you are unable to make the appointment today and your prospect is insistent on having you call back next month, ask if you can pencil it in now and you'll confirm at the time of the appointment.

- 37) Consider the concept of a “Power Hour”. This is when the sales team hits the phones together. It creates energy, friendly competition and helps you avoid that “Why the hell is everyone else quiet while I get my butt kicked” vibe!
- 38) Want something cool to say when you are trying to make calls and everyone in the bull pen keeps yelling over their cubicle to you to give you advice? Consider “Shhhh” simple, elegant and impactful. You’re welcome!
- 39) Watch Glengarry Glen and Boiler Room then make a mental note to do none of that stuff!
- 40) Do you have a strong enough “Why” to make those calls?
- 41) Don’t ever leave your prospecting to chance. Make sure you schedule your phone time as you would any appointment!
- 42) Oh, and speaking of appointment dude. You wouldn’t break an appointment with a client, would you? Make sure you give yourself the same respect. Seriously!
- 43) So many people get so obsessed with handling the objection that they forget to redirect (after answering the objection) to a commitment.
- 44) No “Double Tapping” please! A “Double Tap” is when you leave a voicemail and then immediately send an email. Nothing wrong with doing both, but give it some time to breathe already.
- 45) Pour yourself a cup of coffee and read this blog post on [Why Cold Calls Are Misunderstood!](#)
- 46) Here’s a cool way for you to schedule your “money” hours each week!
- 47) People buy difference. What’s yours? Doesn’t hurt to reflect on that before hitting the phones sista!
- 48) By the way, a “getting to know you” call with someone in your social network can serve as a much warmer call. Who can you call today? Oh, and your homework from this point on is to schedule 5 of those types of calls each week! Rock on with your bad self!
- 49) You know that [Meticulous Pre Call Planning](#) you do before calling a prospect? What if you were to come up with some ideas for your prospect and you used that as your reason for requesting an appointment? Sounds better than that checking in thing. No?
- 50) True or False? Prospects need creative solutions to their challenges. Gold star if you answered “True”. You win this cool E-Book with [35 Ways To Prospect More Creatively](#). Yay you!
- 51) “Googling” a prospect will only get you some results. You need to check if they are blogging, on Twitter etc. <http://socialmention.com> is a social search engine that can help you big time.
- 52) Don’t even think about hunting prospects without setting up a way cool [Sales Listening Station](#).

- 53) People don't answer their phones on Friday afternoons or Monday mornings. If you agreed with that statement, please report to the Principal's office.
- 54) I highly recommend listening to the Jerky Boyz before making your next round of calls unless offensive language and writing warnings from HR scare you.
- 55) Use your drive time (to work) to rehearse a call or two you have that morning. Get your vocal chords awake and locked and loaded to kick some prospecting hiney when you get to the office.
- 56) Want to know how to handle a "Gatekeeper" [Click here my friend!](#)
- 57) Set an outlook reminder with a recurring appointment for your phone work. Set it with a message that will kick your butt if you are playing with the dinger on the cash register instead of making those calls.
- 58) Don't ever take it personal. Get up, clear your head and know that there will be better calls. If that doesn't work, disguise your voice and call your co worker pretending to be that big account they are chasing. Abruptly tell them you changed your mind and hang up. Then go back to your own phone work knowing that you weren't the only one rejected today. Disclaimer: I'm totally kidding. Sort of.
- 59) Some sales teams have a bell and they ring it once for an appointment and twice for a sale. The team responds with a round of applause, high fives etc. This helps create energy, competition and good old fashioned teamwork! Think about it!
- 60) [Here are 14 New Account Acquisition Strategies](#)
- 61) Josiane Feigon writes the mighty cool [Cubicle Chronicles Blog](#) chock full of great inside sales tips!
- 62) Cool question(s) to ask at the end of each calling session: "What did I learn today?" "What will I improve upon tomorrow?"
- 63) Speaking of questions, the key to quality communication is asking quality questions. When was the last time you took a good, hard look at the questions you ask a prospect?
- 64) Did you ever want to email a prospect but they won't give out their email? Try the "Google" trick. Go to your favorite search engine and type in open and closed quotes and then the domain like this [""@whatevertheirfreakindomainis.com](#) This will pull any emails with their domain and viola you cracked the email code you email code crackin mofo!
- 65) Smile . . . people can hear it on the phone you know!
- 66) Not Bueno . . . Leaving a voice mail for a prospect that implies you know each other and you're old buds. Now honestly dude, do you really think you are the first person to ever try that? I would endorse burping your voice mail before that one. Unless of course, you take it up a notch by burping another lie. I've had people burp lies to me and it isn't fun!

- 67) Also Not Bueno . . . Telling a “gatekeeper” “she’s expecting my call” or “she knows what this is in reference too” when that isn’t the case. Do you find a strong correlation between using that monkey style kung fu and people hanging up on you? I can’t see someone saying “I love people who lie to my assistant. Where can I mail my blank check?”
- 68) Stop conditioning your prospect to evade your call by calling on the same day and time. Mix it up!
- 69) I know you know this . . . when handling an objection, don’t use the word “but” because it negates everything you just said. And don’t get cute and use “however” instead. Remember: “However” is just a “but” with a nicer ass.
- 70) Just for the heck of it, whenever you meet another sales professional, ask them to suggest a good phone resource or ask them for their best piece of advice for the phone!

And before I forget . . .

Go to my website <http://yoursalesplaybook.com> and click on the “Free Stuff From Uncle Paul” tab. I have lots of free downloads for you. You’re welcome! 😊



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