



The 8-Step Compelling Phone Approach

Step	Script
Step #1: Introduction & Stop Sign	Hi, Bob. It's Mark Trinkle. (Say nothing else; wait for them to respond.) 
Step #2: Respond to Tone	Your response will depend on how Bob sounds: <ol style="list-style-type: none"> 1. It sounds like you know who I am! 2. It doesn't sound like you know who I am. 3. Sounds like I have caught you at a bad time
Step #3: Get Permission	Is it ok if I take 10 seconds and tell you why I called?
Step #4: The Positioning Statement	Example: I am currently working with Presidents who are very worried about the impact the economy will have on 2010 revenue. [Customize for your situation] Your Statement: _____ _____
Step #5: Get Permission	May I ask you a question?
Step #6: Give Two Examples	Examples: When I speak with presidents, the two concerns I have been hearing about the most are delayed closings and not enough new business to make up for it. Which of these ring true for you? [Customize for your situation] Your Examples: _____ _____
Step #7: Discussion & Drill Down	Tell me more about that. <ul style="list-style-type: none"> - When did you first notice it was happening? - What did you do about it? - How far off are your numbers from where you need them to be? - How big of a problem is that for you? - How do you plan to fix it? - That must be frustrating (assuming they say they are not sure how to fix it) - How many of your salespeople are struggling? - How long can you allow that trend to continue? - Sounds like a problem. - Do you want to fix it?
Step #8: Close for the Appointment	Can I make a suggestion? Invite me out to your office. You can ask me some questions and I will ask you some questions about the problems you are facing. When we are done, we will both know whether or not it makes sense to take any additional steps. What objections do you have to scheduling a meeting?