

Sent: Friday, January 19, 2001 12:41 PM

Subject: MORE PROSPECTING TIPS

Dear Aquathin Dealer;

Here's a great article with a simple "script" to help increase appointment settings.

Enjoy!

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"Alfie"

Alfred J. Lipshultz, President

P.S. When responding please continue 'REPLY' to include all previous correspondences on this subject.

Beating "automatic cutoff response"

by [Stephan Schiffman](#)

Do you sell or prospect over the phone? Does your company operate within an industry that has what might tactfully be described as a "high recognition factor" among those who receive your calls? If so, you're probably already familiar with a concept called the "automatic cutoff response"-- or **ACR** for short.

ACR occurs when the person on the other end of the line concludes, within just a few seconds of hearing your voice, that he or she knows everything there is to know about your product, service, or offering. As a result, your contact completely **disengages** from the conversation. No question you ask, no observation you make, is going to register-- not even a suggestion that directly and immediately benefits the contact.

The automatic cutoff phenomenon usually begins when the salesperson mentions his or her company name-- let's say it's the Jones Brokerage Corporation. The moment some callers hear, "This is John Smith calling from the Jones Brokerage Corporation," the rest of the message is going to be **lost**. All that runs through the other person's mind is: "Brokerage company-- great-- another call from someone who wants to sell me stocks. Get off the line quick." (The same thing can happen when you prominently feature a telltale question early in your calling script: "Do you currently have any investments in the stock market?")

Recently, an experienced sales trainer from D.E.I. Management Group, Inc., Mark Puttre, was working with a group of sales representatives whose company had been conducting an aggressive national phone campaign for some years. The program was so aggressive, in fact, and the industry was so competitive, that these sales representatives had to deal with some startlingly high **hang-up** totals whenever they made cold calls. A fair number of the people who were on the receiving end of these calls had an immediate and extremely strong negative reaction to the whole idea of talking about (in this case) long distance service over the phone. A huge number of contacts chose simply to terminate the conversation by hanging up!

Every salesperson that uses the telephone to sell or set appointments encounters hang-ups from time to time. But those who sell for companies that offer long-distance service, periodical subscriptions, investment services, or other products and services with a significant phone presence often get more than their fair share of negativity. This problem can be both time-consuming and demoralizing.

There is no simple solution that completely overcomes ACR, of course, but there is a creative way to improve the odds appreciably for the salesperson making the calls. The secret as Mark discovered during his work with the sales representatives at that long-distance company, lies in reorganizing the basic calling script.

Where Mark works, there is a simple and powerful script - a script that has proved extremely successful over the years and has formed the centerpiece of successful training for literally hundreds of thousands of salespeople. This script follows a set sequence: Attention Statement, Identification Statement, the Reason for This Call, and the Request for Appointment. In practice, it could sound something like this:

Attention Statement: Hello, Mr. Prospect.

Identification Statement: This is Mike Smith from National Long Distance here in Chicago.

Reason for This Call: The reason I'm calling you today specifically is to tell you about a program we just set up for ABC Company-- we were able to cut their telecommunications costs by 35% in just one quarter.

Request for Appointment: Mr. Prospect, let's get together so I can tell you more about what we've done with ABC. How's Wednesday at 3 p.m.?

This script outline has a proven record of success in virtually all industries. It's usually best not to alter its basic structure in any way. During Mark's program with the long distance sales representatives that were facing some serious problems with ACR, however, he had a brainstorm and tried a slightly different sequence: Attention Statement, The Reason for This Call, Identification Statement, and the Request for Appointment. Here's what it sounded like:

Attention Statement: Hello, Mr. Prospect.

The Reason for the Call: The reason I'm calling you today specifically is to tell you about a program we just set up for ABC Company - we were able to cut their telecommunications costs by 35% in just one quarter.

SAMPLE AQUATHIN APPLICATION: *The reason for I'm calling today specifically is to tell you about the system we installed in your neighborhood to provide cleaner, fresher water for drinking and bathing. We were able to clean up your neighbors showers and baths.*

OR

The reason for I'm calling today specifically is to tell you about the system we installed in your neighborhood to provide cleaner fresher water...we were able to eliminate bacteria, sulfur odors and iron.

Identification Statement: Mr. Prospect, this is Mike Smith from National Long Distance here in Chicago.

Request for Appointment: Let's get together so I can tell you more about what we've done with ABC. How's Wednesday at 3 p.m.?

The advantage of Mark's new approach is that it highlights the success story for the contact-- in this case, National's work with ABC-- well before the sales representative mentions the company or its industry.

In other words: First, talk about a **positive** outcome the contact may want to hear more about, and then identify yourself and your company. Guess what happens? More contacts actually listen to what we have to say.

What was the result of Mark's experiment? A significantly lower number of hang-ups and negative reactions-- a measurably higher number of appointments-- and a notably less demoralized sales force. If your organization has high name recognition among initial phone contacts, and suffers from persistent ACR, you may want to give Mark's strategy a try. It works!