



INTERACTIVE COMMUNICATIONS ADVANCED SALES CLINICS

The first few seconds of an outbound call are make or break. Even so, many internals open their calls in ways that undermine their credibility, make them sound like every other internal, and set them up for short, unsuccessful advisor interactions.

OPENING AN OUTBOUND CALL

Pre-Work: Participants complete on-line diagnostic about how they currently prep for and open outbound calls.

Agenda (half day):

- Call preparation.
Including a call prep hack that works better than the traditional approach.
- Effective call objectives.
There are only four that work.
- Phone image.
Who advisors think you are based on the sound of your voice.
- Working with gatekeepers.
It's getting harder and harder to get through.
- Benefit headlines.
What's in it for the advisor to take your call?
- Objections in the first 30 seconds of the call.
What's workable, what's not, and what you should and shouldn't do.
- Permission to ask questions.
Yes, this really helps – if you do it right.

Reinforcement:

Participants submit their new call openings and get individual feedback on them from Interactive Communications.

About Interactive Communications

Interactive Communications was founded in 1994 by Mary Anne Doggett and Claudia Fogelin, two sales thought leaders who each have more than 25 years experience in financial services and asset management. Concentrating exclusively on firms that sell through financial intermediaries, our mission is simple: We help you sell more.

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