

Inside Sales Excellence - ISDT052208 – Audio Track Descriptions

ISDT052208TrackDescriptions.docx

CD1

- Track 1 Welcome by John; Everyone is involved in selling; Profits are the lifeblood of a company. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 2 How to get a raise; Program content; Program Book index; Your selling environment. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 3 Continued Program content; Tele-Courtesy; Program Book pages 3 and 4. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 4 Program Book page 5 and 6; Using your senses to learn and retain this material; Why customers buy; Price buyers. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 Continued program content; Book page 6; Your expectations; Two questions: How many calls can you make; Is it a big deal to give a customer a 10% discount; Wheel of Fortune vs Wheel of Doom. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 Program Book page 7; Successful selling involves SKILLS; Purchase Facilitators. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 Program Book page 8; Profits example; Can you tell me why you're ordering so many. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 8 Ask questions; Do you have a budget for this order; Can I add more value; Book page 9; Different closing techniques; Importance of building relationships; Inside Sales Excellence is about helping each other. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 Sitting alongside your customer (figuratively); It should be "WE" working together, cooperating; It is done at the customer's pace. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 10 Program book page 10; Readiness To Buy curve; The majority of customers are "All Set"; We need to understand the Purchase Cycle to break into the "All Set" customers. Note: You will get 10 plays of this Track for \$0.1 (10 cents)

CD2

- Track 1 Purchase Cycle: Awareness; Feasibility, Alternative Review; Funding; Action; Program book page 12, 13; Auto-Emailing; Telephone calling; Newsletter and its content. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 2 Newsletter content continued; Program book Page 13, 14; Post Cards and how to create them with 60 weight paper; Purchase Cycle Compression; Program book page 15; We need a "System"; Databases; CRM-Customer Relationship Management. Note: You will get 10 plays of this Track for \$0.1 (10 cents)

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- Track 3 System continued; Faxing out of your computer; Auto-Emailing PDF files; Scripts are necessary to start; What's In It For Me statements; Accounts need to be assigned; Cost of Use example on Program book page 15. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 4 Cost of Use example continued; Can the customer commit more time; Program book page 16; Ask questions; Good actions to do and Bad actions not to do; Program book page 17; The Value of Customers. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 Value of Customers continued; Different customer retention rates and the effect on profits; The cost of getting new customers vs keeping existing customers; Program book page 18; It costs 5 times more to get new customers; We are not lowering the price; Program book page 19; Result / Transaction Grid; Box 1, 2 and 3 are where we want to be; Customers are not interruptions in our work.... They are the purpose of our work! Program book page 20; Maslow's Need Hierarchy; Major need is for STATUS. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 Flattery provides status; Types of People: Right Brain vs Left Brain people; 70% of sales people are right brain and 70% of customers are left brain; How to avoid conflict with customers; Program book page 21; How to recognize Right Brain and Left Brain and adapt. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 Right Brain/Left Brain continued; Program book page 22; Words that Right Brain people like to hear; Pictures of "US"; What to Do and Not to Do for Right / Left Brain; Note: The Role Play on page 23 has been deleted from audio sound track; Program book page 24; Getting customers to ask for you; Making an effort to connect with your customers; Make your caller's call productive. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 8 Making your customer's call and your call productive; Don't ask customers to call you back; Tell them you are going to help them; Stay away from using the word "I" always try to use "WE"; Stay away from saying "NO"; Program book page 25; Excuses are useless. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 Voice mail message should say; Knowing your product; Trade Magazines; How to read a trade magazine; Knowing your systems; Learn how to type cause there are only 26 letters in the alphabet and half of them are typed with your index fingers; Being enthusiastic; Stand up when you are on the phone; Create your own audio file. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 10 Program book page 27; Value-Added Selling; Tell customers how you can help them better than anyone else; Make yourself the best YOU that you can be; Spiritual, Physical, Intellectual Development; Reading good newspapers. Note: You will get 10 plays of this Track for \$0.1 (10 cents)

CD3

- Track 1 Making good financial decisions; Read the Wall Street Journal; Know what's going on in the world with the New York Times; USA Today will help you with conversations. A lady

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- with \$0.1 (10 cents)6 million in sales; Trying to multi-task; Examples of multi-tasking; Program book page 28. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 2 Developing empathy; Look for ways to identify with the customer; More common ground is so important; Don't argue with customers; How can we fix this? Ask permission to interrupt; Use "Yes" and "Ok" and "I see" and "Fine"; **Repeat back the customer's words**. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 3 **Repeating back the customer's words** continued; Note: This is a short Track since a coffee break stops the recording. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 4 Program book page 29; Getting others to help you; Set the atmosphere and make an effort to get help from others; Don't say anything bad about your company AND don't ever say anything good or bad about a competitor; Being dependable means keep track of things; Note: At this point we go to a role play on page 30 of the Program book. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 Making Value statements; Examples: Been in business for 57 years; Have 5 paper Scientists on board; Solving paper problems for 15 years; Worked for Mita Copiers; Use the word "Listen" to help you to listen; Continued time on role play. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 Discussion of the page 30 "Being Professional" role play. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 Tele-Courtesy; You are the company; Take a deep breath; Be "Pro-Sonal"; How to answer the phone; How can "WE" help you?; Develop a Fantastic Greeting; Give your name after you get started. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 8 Tele-Courtesy continued; Offer your name; Projecting image and attitude; Being self-effacing; Program book page 32; Avoid acronyms; No silence on the phone; Tell them what you are doing on the phone; Make an effort to entertain the customer on the phone; Be a good listener. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 Repeating back the customer's words; Pass on ALL the information for a call back; Program book page 33; Answer the phone; He's here and I'll put you right through immediately; Get the right order when you give a customer choices of actions, to make it easier for the customer; Mr. Executive is in a meeting, would you like me to tell him you are on phone?. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 10 How to put somebody on hold; Explain why you are putting them on hold; Apologize; Estimate time; Tell them what you are going to do while they are on hold; Program book page 34; How to transfer someone, only if it is necessary; How to get someone back on track. Note: You will get 10 plays of this Track for \$0.1 (10 cents)

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- Track 1 Program book page 35; Your voice; Record some of your phone conversations; Sharing your recordings with your family members; Operate at the same intensity of your customer; Rate; Volume; Clarity; Pitch; Tone; Program book page 36; Grammar can be helped with good newspapers. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 2 You don't have to read every word in a good newspaper; Improve your Diction; Program book page 37; Being humorous-Must be appropriate; Foreign languages; Program book page 38; Phone Phrases - Do's and Don'ts; Program book page 39; Phone Psychology Process; Customer's Negative Energy Event; Greeting. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 3 Phone Psychology Process continued; Greeting continued; Program book page 40; Acknowledgement; Fact Finding; Solution Proposal; Acceptance Confirmation; Follow-Up. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 4 Note: This track has the Phone Psychology Process role play explanation. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 Phone Psychology Process role play continued; Program book page 43; Win/Win with angry customers; Ranking anger Yellow, Orange, Red; Program book page 44; Give customers your personal cell phone number. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 Helpful Hints to Deal With Angry Customers; Get personally involved; apology and thank you; accept the blame; don't interrupt the customer; Thank your complainers; Program book page 45 Complaint Categories to track. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 Track complaints over time; Program book page 46; Ways to repair damaged relationships; Relationship Improver assignment; Program book page 47; Dealing with abusive customers. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 8 Dealing with abusive customers continued; Give them warnings; Put them on hold; Transfer; Program book page 48; Note: This is a discussion of the Win-Win with Angry Customers Role Play; Program book page 49; Transaction Excellence. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 Make your phone systems easy for the customer and let them get to a person; Dial "O" at any time to speak to a representative; Make your systems invisible to your customers; Staggered lunches will allow the phones to be answered; Program book page 50; Cost of processing one customer order AND the Cost of processing one customer order with an Error; It costs 4 times more to process an order with an error. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 10 The importance of getting it right the first time; 100% right and on time every time; Program book page 51; Increasing Accuracy; Here is how to get the number of employees at a customer; Develop a checklist; Use lower case letters. Note: You will get 10 plays of this Track for \$0.1 (10 cents)

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CD5

- Track 1 Increasing accuracy continued; Auditing; Use “A” as in Alpha; “F” as in Frank; Make sure “O” doesn’t become a “0”; Use lower case letters; Send out info fulfillment yourself. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 2 Fulfillment Centers take time and cannot annotate mailings; Stock a variety of packages near your desk; Program book page 53; Starting a Sale; Get a list of prospects; “Response Lists” are better; Get a good CRM database. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 3 Call Peachtree Data for lists; How many calls can an outbound caller make?; What is a good number of outbound calls? See page 63 for the Daily Call Log. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 4 Get compensated for bringing in new business; How long does it take to call 1000 records; Finding customers that cannot buy from you is valuable; Compiled Lists vs Response Lists; Screen and Qualify records. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 Relational Database is what you need; Company Table; People at the Company Table; Action Table; Notes Table. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 Microsoft Access is a great CRM (Customer Relationship Management) database; Some fields that are important; Text fields hold text up to 255 characters; Memo fields holds text up to 64,000 characters; There are Number and Date fields too; Blast emails to the Proper Accounts; Develop Relationships. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 Work at the customer’s pace; Provide Value; Preferred Supplier; HTML email; PDF emails; Web Site pages; Key Elements of our System on page 53; How to leave a voice mail; Selection Criteria for Key Accounts. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 8 Phone workers can have about 50 accounts to cycle call; Pick accounts where you have a “Turning Point”; Examples of “Turning Points”. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 Selection Criteria continued; Competitor’s share must be less than 42%; Size of the opportunity; Good match for your stuff; Likelihood for success. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 10 Selection Criteria continued; Right down the street; Existing business; Good credit; Program book page 54; Unique Selling Advantage Statements; Tell me about your company; Who we are and what we bring to our customers; Bad statement examples; Good statement examples. Note: You will get 10 plays of this Track for \$0.1 (10 cents)

CD 6

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- Track 1 Unique Selling Advantage Statements continued; Note: Discussion of the “Providing Unique Selling Advantage Statements role play”; Did I get you at a bad time? Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 2 Unique Selling Advantage Statements role play discussion continued. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 3 How to create Unique Selling Advantage Statements role play continued; They have to do with your company. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 4 What’s In It For Me Statements (WIIFM) for your products; The impact of change: How to create WIIFM’s; Examples of bad and good WIIFM’s. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 WIIFM’s continued; Examples of good WIIFM’s; How to use them; Program book page 57; Global Universe of Customers and how many can buy from you; You want to fill up your Global Universe. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 Global Universe continued; Weed out the customers that cannot buy from you; Screening and Qualifying; Program book page 58; Example of a Microsoft Access CRM database; Outlook and ACT are not relational databases which means a lot of duplication. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 Microsoft Access CRM database continued; MRP Package may have a CRM database in it; Often there are two databases one for marketing (CRM) and another for your Enterprise (MRP) Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 8 Bonus Material see Program book page 110; Flow; Margins; Sellers can have distributors or they can sell direct to end users; Distributor margin; Average margins; Gross Margin; Net Profit Margin; a 1% price reduction can have a 20% lowering of your profits. (Note: Bonus Material is discussed if there is time at the end of the 1st day) Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 Bonus Material continued; Manufacturer’s **margins**; Net profit margins; Impact of inventory; Inventory turns; What a good number of turns is; Inventory Carrying Costs. (Note: Bonus Material is discussed if there is time at the end of the 1st day) Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 10 Bonus Material continued; **Inventory Carrying Cost** continued; Don’t take back inventory from a distributor. (Note: Bonus Material is discussed if there is time at the end of the 1st day); Discussion of proper relationships between customer, manufacturer and distributor. Note: You will get 10 plays of this Track for \$0.1 (10 cents)

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- Track 1 Bonus Material continued; (Note: Bonus Material is discussed if there is time at the end of the 1st day); **Cash Flow** explanation and example on page 112. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 2 Bonus Material continued; (Note: Bonus Material is discussed if there is time at the end of the 1st day); Program book page 113; Channel Alternatives; Direct Sellers; Partnership Sellers; Solution Sellers; Catalog Sellers. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 3 Program book page 59; **Phone Sales Process Chart-New Prospect**; This is the way to make outbound calls to new prospects; Omaha, Nebraska has huge tele-marketing companies; Geo-code records by zip code. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 4 **Phone Sales Process Chart-New Prospect** continued; This is the way to make outbound calls to new prospects. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 **Phone Sales Process Chart-New Prospect** continued; This is the way to make outbound calls to new prospects. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 **Phone Sales Process Chart-New Prospect** continued; This is the way to make outbound calls to new prospects and the start of **Phone Sales Process Chart-Follow Up** on Program Book page 60; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 **Phone Sales Process Chart-Follow Up** continued; This is the way to make outbound calls to follow up; “Did I get you at a bad time?”.And the start of **Phone Sales Process Chart – Up/Cross Sell** on Program Book page 61 Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 8 **Phone Sales Process Chart – Up/Cross Sell** on Program Book page 61; Event close; Program Book page 62, 63 Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 **Phone Sales Process Chart – Up/Cross Sell** on Program Book page 63; Daily Call Log; Life is full of adversity; Make 70 outbound calls per day in 6 hours; Get set up properly with the proper stuff to send to customers Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 10 How to send stuff to customers; Beginning of Phone Sales Process Role-Play on Program Book page 64 Note: You will get 10 plays of this Track for \$0.1 (10 cents)

CD8

- Track 1 Beginning of the Phone Sales Process Role-Play continued; What you need to assemble to be successful at phone sales Note: You will get 10 plays of this Track for \$0.1 (10 cents)

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- Track 2 Program Book page 65; Customer Relationship Management (CRM) database in Microsoft Access and how to use it to keep track of customer's info and to send them emails and faxes; Sending a HTML document or a PDF document through the email Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 3 Program Book page 66; Using WinFaxPro to fax Microsoft Word documents from your computer; A fax is a piece of paper; Proper design of a "Three Tier" flyer using the USA Today as model on Program Book page 67 Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 4 Proper design of a "Three Tier" flyer continued on Program Book page 67; Use lower case "Arial" fonts; Program Book page 68; How to start if you know the customer; Selling when the customer calls you..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 Selling when the customer calls you, continued; Program Book page 69; Selling when the call is outbound; Number of focus accounts and a schedule to call them; Value statements; Program Book page 70; Ways to make phone calls more successful; Scripts, Probing Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 Probing examples; Open and closed probes; Many examples of closed probes; Beginning of the Probing Role-Play on Program Book page 72; John will demonstrate the Role-Play to the class Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 Probing Role-Play continued; John demonstrates the proper way to probe customers; Repeating back Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 8 Probing Role-Play continued; John continues to demonstrate proper probing techniques; Scheduled deliveries..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 How an Inside Sales person can work well with an Outside Sales person; Program Book page 73 "Quote Info Needed" form EXAMPLE by a product..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 10 "Quote Info Needed" (QIN) forms continued by product showing key info the customer must supply and some pertinent info about the product; Selling "Kits" helps us sell more; Program Book page 74; Providing Value to our customers; Value Statement examples Note: You will get 10 plays of this Track for \$0.1 (10 cents)

CD9

- Track 1 Providing value continued; Added-Value; Value Added; Examples Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 2 If a customer asks: "Are you on commission?" from Program Book page 74, 75; Don't forget the Purchasing Agent, Can the customer visit you; Program Book page 76 What if

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the customer is an old friend? Your goal is to gain market share Note:
You will get 10 plays of this Track for \$0.1 (10 cents)

Track 3 Program Book page 76 continued; Get to a 26% market share and don't go after a place with competitor's share is higher than 42% share; Bigger proposals are better; Bracket proposals, Pie-Sweetener Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 4 Pie-Sweetener continued; Proposals cost money; Sample proposal (3 pages) on Program Book page 77 and page 78 and page 79; "**Closing**" on Program Page 80; Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 5 "**Closing**" continued; "**Activity Closing**" and examples of them; Providing samples; Role-playing a close is very helpful; **Closing** techniques Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 6 **Closing** techniques continued; Program Book page 81 and 82 "**Preferred Supplier**" Close; Preferred Supplier Project Examples; What if the customer wants to think it over Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 7 Program Book page 83; Dealing with **Price** effectively; Being prepared is the number one reason for success in a negotiations; Techniques to use Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 8 Dealing with **Price** effectively continued; Price purchasers; Technology purchasers and TRUST purchasers; Cost of use versus cost to buy Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 9 **Overcoming Objections** on Program Book page 84; Test Samples, Case histories; Confirm and lead examples; Beginning the Overcoming Objectives role-play on page 85..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 10 Overcoming Objectives role-play continued; Maintenance and Adjustment Contract Note: You will get 10 plays of this Track for \$0.1 (10 cents)

CD10

Track 1 Program Book page 86 "**Summarizing**"; Being self-effacing; Get an order; Don't be afraid of a no Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 2 Program Book page 87; What to do after the order; And if you do not get the order, dealing with rejection; Unlimited Power; Beginning of the Closing role-play on page 88 Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 3 Closing role-play continued; Repeating back; Confirm and lead: Program Book page 89 "Selling in a down market"; Strategic Linkages Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 4 Strategic Linkages continued; Commonalities; Partnering; Vertical Networking with examples; Program Book page 90 Linkage Expansion; Beginning of Strategic Linkage Exercise on page 91 and 92; Page 93 Examples of ways to get business Note: You will get 10 plays of this Track for \$0.1 (10 cents)

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- Track 5 Examples of ways to get more business continued; Work on what is worth working on; Program Book page 94 “Managing Your Time” Crisis / Priority Chart.....
Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 Crisis / Priority Chart continued; Match “What you do” with “What is worth doing”; Daily Time Log Sheet on page 95; Sales Percentage By Customer on page 96; Page 97 How many accounts can a phone sales person have? Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 Managing Your Time continued; Program Book page 98 How to plan you time; Schedule “A” accounts (50) and “B” account (25) and make 200 outbound calls each month, 10 per day, 20 days per month; “Being Organized” on Program Book page 99 Follow up; Set goals; Examples of action plans and adding them to a calendar on page 100 Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 8 Program Book page 101 Keep track of everything; Using technology tools to help be organized; Microsoft Outlook where you can create a “call group” of your accounts and schedule them for repeat calls Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 “Tools of the Trade” on Program Book page 104; Create a good work station to prevent injuries to your neck, back, wrists in good shape; Call Log Book that is handwritten; PDA’s; Software; CRM Database; Survey sheets; Counter Courtesy on page 108; Close of the program and wrap up comments by John