

**Up-A-Notch™ Sales Training System
for Outside Salespeople**

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“Victory Over Voice Mail”

Participant's Guide

“Victory Over Voice Mail”

Notes & Exercises

Notes

Voicemail is one of the greatest threats to a professional salesperson because it makes it difficult to communicate with your prospects and customers. If you can't communicate with your customers, you can not _____ to them. It threatens the very _____ of what you do.

People use voice mail for two reasons: to control their _____, and to screen out people they _____ want to talk to.

So, your two basic strategies are:

1. Convince them the time spent with you is a _____.
2. Be _____ they'd like to talk to.

There are two basic types of situations:

1. You are trying to reach a new _____.
2. You are trying to reach an _____ contact.

One strategy for dealing with the first situation is to _____ a pre-call _____. This is a communication from _____ or about _____ that improves the _____ the prospect will return your call.

Some possibilities for these communications from someone else about you include:

- a. _____ of mouth.
- b. _____ release.
- c. article or _____ from someone your prospect knows and trusts.

There are also creative possibilities for communications from _____. These possibilities include:

- a. _____ literature.
- b. an _____.
- c. a _____ letter.
- d. something _____.
- e. live _____.

Once you've delivered your pre-call touch, it's time to make the call. You should prepare _____ for three different possibilities: a _____, the right _____, and _____.

Your voicemail _____ should contain these components:

- a. _____ who you are.
- b. Explain what you can do for _____.
- c. Explain how much _____ you need.
- d. Specific _____ on how to call you back.

Develop the attitude that voicemail gives you an opportunity to _____ a 30-second _____ commercial directly to your customer.

Remember to focus on the _____ and _____ of your voice.

You should be _____, _____ and personal.

Always _____ a _____. When all else fails, make the _____.

Some additional tips include;

- a. Call _____ in the day.
- b. Call _____ and after _____.
- c. Have someone answer your calls.
- d. Make a _____ first.

e. _____.

f. _____.

When you are working with a subsequent visit to a _____ you know,
there are three powerful strategies:

a. _____ phone calls.

b. _____ voicemail.

c. make voicemail work for you by leaving a _____ message.

Exercise One

Brainstorm at least three ideas you, personally, can do in the next 30 days to instigate a **pre-call touch from someone else about you**. Be prepared to share them with the other participants.

1. _____

2. _____

3. _____

Exercise Two

Brainstorm at least three things that you, personally, can do in the next 30 days to create **a pre-call touch from you**. Be prepared to share them with the other participants.

1. _____

2. _____

3. _____

Exercise Three: Generating Ideas

Use the bubble pads to write down at least three good ideas you gained from today's session. Remember the four criteria for a "good idea." We've illustrated a couple of samples for you.



Decide to invest a certain amount of time in self-improvement every month.

Remember, a good idea is one that:

- *focuses on the future*
- *focuses on action*
- *focuses on your behavior*
- *is a small step toward one of your learning goals.*



Use a specific process in order to learn more effectively.

Exercise Four: Distilling the Best

Select the one good idea from the previous exercise that you think is the best. To help you make that selection, ask yourself these questions:

1. Which of these ideas could make the fastest impact on my performance?
2. Which of these ideas would make the biggest impact on my performance?
3. Which of these ideas am I most passionate about?

Rewrite that idea here.

Exercise Five: Precisely Prescribing

Turn the idea from the previous exercise into a Precise Prescription. Write that prescription on the Rx pad. We've done an example for you. Now, take your prescription and post it someplace where it will remind you to do it.



(Precisely Prescribe)

I will set aside two hours every week for personal improvement and keep a record of what I do in that time.