



How to make an effective telephone call

1. **Get straight to the point**
2. **Keep it brief** (No more than 5 minutes MAX)
3. **Understand your objective** (To make an appointment not to sell the business on the phone call)
4. **Be excited** (Around 20% more than usual)
5. **Have a get out clause** (You are short on time). If they keep asking questions and you are getting pushed into a corner. Say.... Jan I'm getting that you have some questions that need answering. I'm running a bit late. Can I come back to you in a few days when I have more time and I will be happy to answer them for you? Leave the call on a positive note.
6. **Meet on neutral ground**. Maybe a coffee shop or hotel foyer. You can sit there and drink tap water for free if money is tight. A hotel foyer I find is definitely the best option. The reason for this is that if you go to their home you cannot control the environment. The phone rings – doorbell goes – kids come in etc. It kills your pitch every time.

These are the basic rules for the telephone call