

# Sales Appointment Training

Presented  
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*‘Learn how to know what to do and say at every  
stage of a Sales Appointment cold call.’*

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# The Process for Creating Successful Calls

You can get in front of more potential customers, gain more sales, and grow your business, using this proven process to make sales appointment calls.

The training will give you the same process I've used to train thousands of sales people, and self-employed small business owners, to create successful sales appointment cold call scripts that are customised for their services, products, and prospects.

**The process starts by identifying the stages you should use in your calls:**



1. The Introduction Stage where you tell the prospect who you are and why you are phoning them.
2. The Motivator Stage that gives them a reason to move forward and answer your questions.
3. The Qualifying Stage where you ask questions that qualify the prospect as a potential customer.
4. Gaining Agreement Stage, the close, where you get the prospect to agree to a meet with you.

5. There's a fifth stage on overcoming and preventing objections and obstacles wherever they occur in your call.

Each stage is made up of separate steps that are like markers along the way:

The Introduction has 4 markers and by following the training for each one you create an attention grabbing start to your call that keeps the prospect listening to you.

By creating your call in this way you'll always know what to do and say on your calls to reach your objective at each stage. You'll also find your script is more of a reminder sheet that guides your conversation with the prospect. This style of calling gets fewer objections and rejections so you'll enjoy making the calls as your confidence and resilience levels remain high.

After the training many people have said, 'It's nice to just talk with prospects rather than trying to hard sell a sales appointment to them.'

Ready to start investing in yourself...

## The Introduction Stage

You've been put through to the buyer, they've answered the phone, and now it's your turn to speak. So what do you say?

What are those first all important words that will start the Introduction Stage of your call?

Before we start select the words you will use, let's take a look at the parts, the markers, of your call Introduction Stage. Then you can select the words for each part and put them together to create your Introduction.

**Here's an effective structure of a sales appointment call Introduction Stage:**

### *The Introduction Stage*

**You** – Your Name, Position, Title, Specialization.

**The company** – Name, Group Name.

**About the company** – A general description and a feature that could have benefits.

**The reason for the call** – Why you're calling, a potential benefit for the prospect.

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Now we've got a structure for our Introduction and you know what information you want to communicate to your prospect, and what you want to achieve at each step.

Having the markers set out for you like this means you'll stick to the path, the call will be focused on moving towards the next stage. And you will only include what's needed so your calls will be brief and to the point.

We'll now add the words to the above Introduction Stage markers. As you do this you can write a full word by word script to use, or just reminders to give you hints of what to say at each marker.

*Let's start by telling the prospect your name...*

## How Do You Tell the Buyer Your Name?

There are several ways to tell a prospect who you are and each one can have a different impact on them.

On the next slide there are 4 different examples of ways you can announce your name to the buyer. The remarks next to each one are only my opinions. It's up to you to try out each one, and any more that you can think of, to find the one that's right for you and your prospects, and the image that you want to project.

### Announcing Your Name

|                           |   |
|---------------------------|---|
| My name is.....           | Used by Telesales callers and can sound weak.                                 |
| It's Stephen Craine ..... | Good if you've previously spoken to the person.                               |
| I am.....                 | Can sound pretentious. I only use if I am certain I have a great sales offer. |
| This is .....             | Sounds strong and important. My personal favorite.                            |

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As well as choosing the way to introduce your name, you also have to decide if you will use both your first and surname or just your first name. This is more a decision for Direct Sales (B2C) as you should use both names for business sales calls. (B2B)

Just your first name sounds friendly, informal, and can be used to put you and the prospect on the same level. Negatives are that it does weaken your status a little.

### Your Position and Qualifications

If you have a position in your company, or a recognized qualification, that could add positive support to your call Introduction Stage, then consider using it. Use it to build rapport with the buyer based on a common interest, prove your expertise in your field, and as well as impressing the buyer it will also make them remember you. It could be the key factor that makes you stand out from other sales callers.

But remember, if it doesn't add something to your call don't use it.

*Now you will introduce your company in a way that keeps, and builds on, the buyer's attention...*

## Introducing Your Company

Many sales people just say they are calling from..., and then give the name of their company.

Put yourself in the listener's position, a line that just uses your company name will mean nothing to your prospect unless they know the company you are from. It's a wasted line, a wasted opportunity, and there is so much more that you could do to add something positive to your Introduction of your company.

So think about how you could present the name of your business in a way that tells the prospect who you are, and gives them a point of reference about what you do. If your product is more well-known than your company, or if you're part of a larger group that people recognise, use these to alongside your company name.

A lot of business names don't have any link to what the business does, or the products they supply. It could be an old family firm using the family name. If you work for yourself, it could be your name.

Nowadays, there are many people, and businesses, that struggle to fit into the traditional standard company categories. If I have to tell someone what I do for a living I have a choice of, sales trainer, online business, consultant, marketer, and a new one each week to cover projects I take on for different organisations. If I make a cold call, I may introduce the business as Proven Sales Training, or Provensalestraining.com. Followed by, either sales training presenter, or online sales training, depending on who the prospect is and what I am going to sell to them.

This is one line and just a few words, but they have to communicate where you're from to the prospect. This isn't information about your business, it's just the name followed by one or two words that start to give a context to the call.

Select how you will introduce where you are from in a way that starts to create a picture for the prospect.

The next part of your Introduction is about the company you represent, or your own business, and we start to explain what you can do for the prospect and why they should listen you.

*Now we start adding benefits for the prospect to your introduction and it gets interesting...*

## About the Company

There are positive features about your company, which you can use in your introduction, that could deliver benefits to your prospect. The important points are, they must be positive from a buyer's viewpoint, and you must state the benefits of the features to the buyer, not just the features.

Take a look at the next slide and consider the 3 ways a confidential waste paper shredding company could be introduced.

### Introducing your Company

Examples: I'm calling from...

1. Security Shredders Ltd
2. Security Shredders Ltd, we supply on site secure paper shredding services.
3. Security Shredders Ltd, we supply secure paper shredding services that give you certified proof that no confidential information can ever be seen by anyone outside of your offices.

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### Example No1

This is just the name of the company. How interesting is this to the prospect? Does it grab their attention? No, it means very little to them and it won't be very memorable. It tells them very little about the company other than they are called 'Security Shredders.'

If your company has a name that doesn't include a reference to what you do, then it tells them even less. This is a wasted line, and every line must add something positive to the call. So unless you work for a well-known brand that prospects instantly recognize, don't use just this line of introduction.

### Example No2

On the slide is the company name plus a feature of the company's services.

This tells the buyer about something they do, a feature of the business, but nothing about what that feature could do for them, the benefit.

You may start to get their attention if they relate the feature to how it could be of benefit to them. But as it is, this company introduction only gives the prospect a feature of the service. It does not state what that feature will do for them. It doesn't give the listener a potential benefit.

### **Example No3**

No3 is the company name, followed by a feature of the service, and then the potential benefit to the prospect of that feature.

If secure paper shredding, with proven confidentiality, is of interest to the buyer the introduction has given them a reason to carry on listening. This is only the second line of the Introduction and already a possible benefit the buyer could gain has been used to encourage them to carry on listening to the rest of the call.

When you introduce your company select a feature and a related benefit that you think will connect with your prospects, just like in example No3 above.

### **An Exercise to Build Your Company Introduction Line**

Throughout the sales training I present, both online and in live presentations, I use exercises like the one below to create important lines of the scripts. The exercises allow you to build the Introduction from smaller elements, and make the lines you create specific to you, your products and services, and your prospects.

#### **Complete the exercise below by:**

1. Selecting a feature of your company that you want to include in your Introduction Stage.
2. Add the potential benefit to the prospect of that feature.
3. Put the two together in a complete line to introduce your company to the prospect.

When you're done go back to the last slide and look at example No3 to check if the format of the line you have created is the same.

## Exercise

### Create a Company Introduction Line

Company feature:

Benefit to the prospect:

Company introduction line:

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When you've completed the exercise above you should have the following parts of your sales appointment call Introduction Stage:

#### *The Introduction Stage*

**You** – Your Name, Position, Title, Specialization. ☒

**The company** – Name, Group Name. ☒

**About the company** – A general description and a feature that could have benefit. ☒

**The reason for the call** - A potential benefit to the prospect.

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*The next step is to create the most important line of your sales appointment call, the reason why you're calling.*



## The Reason for the Call

The last part of the Introduction Stage of your call is the reason why you are calling the prospect.

For me this is the most important line of the whole call. It communicates to the prospect why they should listen to your call, and the potential benefits they could gain.

If you get this line wrong, it doesn't matter how good you are at closing sales because you won't get to meet the prospect to sell to them.

So let's create for you a reason for calling prospects that will prevent early objections and rejections by showing them a potential benefit that they could gain.

**To get us started consider these general reasons for calling:**

- You have something new to show the prospect.
- There have been changes to the market, your products or services, or to legislation.
- Other people, similar to the prospect, have benefited from your products or services.

Another reason for your call could be that you don't want the prospect to miss out on an opportunity that others have benefited from. Here you are using 2 potential benefits to hook the buyer:

1. The potential benefits for the buyer are supported by the statement that others have received those benefits.
2. The buyer could miss out on benefits that others, possibly competitors, have received.

Another reason for calling may be that you are aware of issues the buyer is having with their current suppliers. You are there to help at a time they may need it.

A buyer always welcomes saving money, but if you are using this as a reason for your call make sure you can give those savings before you use it as a potential benefit. If you're unsure phrase it a different way such as, saying you might be able to offer a better value package than the one they currently get. If there is a way of giving more value, or being perceived by the customer as giving more value, then use that rather than reducing your incoming sales revenue.

The above examples should give you an understanding of the techniques we use on a reason for calling.

The examples are very general so on the next exercise we'll start to make them specific to your sales role. Remember, it's the benefits your products give that are most important to the prospect. The features are just a way to deliver the benefits.

## Exercise to Identify Benefits and Features for Your Reason for Calling

For the next exercise write down as many benefits as you can that will make the buyer want to keep listening to your call and eventually agree to meet with you.

These must be benefits that your sales offer could provide.

Which benefits will grab the prospect's interest and keep them listening to you?

When you've got a good list of benefits, add the features of your products and services that will provide those benefits.

### Exercise

| Benefits the buyer will want | Features that will supply the benefits |
|------------------------------|--|
|                              |  |

You've completed the exercise, and you have a list of benefits and features from which to select your reason for calling. Let's look at how you put together this most important line using your own words. Take a look at the following example to see how to put Features and Benefits together to form a reason for your call.

## Example of a Benefit and Feature as a Reason for Calling

### A Benefit and Feature as the Reason for the Call

**Benefit wanted from the buyer's perspective:**

Buying all the services they need from one supplier so there are greater discounts.

**Feature that you can offer that will deliver the benefit:**

A wide range of services, including services from partner companies, and all on one invoice.

**Presented as the reason for the call:**

The reason I'm phoning is that we are a major supplier of services to companies like yours, and we have the capability to supply all your requirements, which means you will get one invoice and all the benefits of our generous discounts.

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This is an example from a saleswoman who works for a large stationery company. This simple technique, of combining a benefit with a feature, has many great uses in both sales and marketing.

Now it's your turn, let's create some reasons for calling that are specific to your prospect's needs.

Following on from the above example complete the next exercise. Choose a benefit, and a related feature that will deliver it, from the list that you created in the last exercise. Then put them all together in one great reason for your call.

With all the exercises where you are creating a script, say it first verbally and see what it sounds like and then when you're happy with how it sounds write it down. You can also record it and play it back to make sure the call script sounds natural when you use it.

**Exercise****A Benefit and Feature as the Reason for the Call**

Step 1. A Benefit wanted from the buyer's perspective:

Step 2. Feature that you can offer that will deliver the benefit:

Step 3. Presented together as the reason for the call:

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Does your reason for calling sound good? Does it give your prospect a potential benefit that will grab their attention?

Now you've got all the parts of your sales appointment call Introduction Stage and we can create a really effective introduction script that quickly communicates to the prospect:

- Who you are,
- Where you're from - company and/or product,
- The reason you are calling which includes the potential benefits they could gain.

When you complete the final exercise you'll be able to confidently present a brief introduction that grabs the prospect's attention and keeps them listening.

## Create Your Appointment Call Introduction

At the start of this training we looked at the 4 parts that make up the Introduction Stage of the appointment call, shown below. If you've completed all the exercises up to this point you will have created your own scripts, or reminders, for each of the 4 parts.

### The Parts of the Introduction Stage

**You** – Name, Position, Title, Specialisation.

**The company** – Name, Group Name.

**About the company** – A general description and a feature that could be of benefit.

**The reason for the call** - A benefit to the prospect.

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Now it's time to put all 4 parts together to create one really effective introduction to your appointment call.

In the exercise on the next page write your Introduction stage by combining the lines you have created in the previous exercises.

**Exercise**

| <b>The Introduction to Your New Call</b>               |
|--|
| Introduce You:   |
| The Company  |
| About the Company                                      |
| The Reason for the Call                                |
| <a href="#">Making Sales Appointments by Telephone</a> |

Use the best lines you have created at each of the stages of the training so far. If a line doesn't sound right as you enter it, go back to that part of the training and create a new one.

When you've entered all the lines for each part read through it as if you were on a call. Pay special attention to where the parts meet and whether the call script flows with a seamless continuity that will bring the prospect along with you.

*Then see the next page for what's next.*

You now have a professional introduction that you've created.

By following the training, you now know what to say and do at each part of the Introduction. That will make you confident on your opening lines and that will shine through as you talk with your prospects.

You can make the rest of your call just as good by using the same process with the professional sales appointment course shown below.

And you will learn a lot more about the Introduction Stage, getting more appointments by getting past gatekeepers, and a full section on how to get the best results by following the techniques on how to physically make the calls.

The next stage of the call, after the Introduction, is a unique technique I've developed called The Motivator. It gives the prospect a reason to move forward with you to the Questioning Stage, where you qualify them as a potential customer and someone you want meet. Start creating your Motivator by going to [Sales Appointment Training...](#)



- Create successful appointment calls whenever you need them.
- Make calls with confidence as you know what you're doing at all times.
- Give yourself as many sales meetings with prospects as you need.
- Enjoy making cold calls even if you hate them now.
- Teach others this valuable skill.

Download the course or see more information on [Making Sales Appointments by Telephone](#)

The course comes complete with a separate exercise workbook that you can complete online or print out.

There are Power point slides to help you and so you can present the training to others.

Trainer notes are included in the text to help train others, or as a guide while you complete the course.

Plus, you get my help and support by email should you have any questions while completing the course.

Everything you need to make successful [sales appointment calls](#).