

No Bull Tips to Get Prospects to Call You Back

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When dealing with ultra-busy prospects, use these approaches in your voicemail messages to get return phone calls.

1. **Get to the point.** Forget the phony friendliness. Be upbeat but get to the point. At this point, your company name and your job title are irrelevant.

"Mark. Brian Offenberger, 602-412-3168, extension 801."

2. **Name drop.** Mention the name of a respected colleague. That's the best way to get their attention.

"Bobby Combs suggested I call you."

-OR-

"I work with Bobby Combs and wanted to speak with you."

3. **Show you are prepared.** Let them know you are prepared and that you have researched their business.

"I was in your restaurant and noticed..."

-OR-

"I'm working with other restaurants. I know most are struggling with..."

4. **Mention recent events.** Prospects need to know what triggered your call. There may be recent events that create a relevant need for our offerings.

"XYZ just got shut down for two days because of vandalism due to a break-in. As I know how important staying open is to you earning a profit, I wanted to give you a call."

5. **Direct word value statement.** Using direct wording, talk about the business outcomes you can deliver. Don't talk about your products or services; instead, focus on using business terminology and metrics to show value.

"We help restaurants cut employee theft by up to 75%. That's money that goes straight to your profit line."

6. **Offer new perspectives.** Offer new ideas, information and perspectives to tempt prospects to return your calls.

"We have some ideas about lowering your losses due to internal theft."

-OR-

"We recently did a study of the best ways to slash employee theft and we think you'll find the results to be of interest."

7. **Avoid the superlatives.** Although it's tempting to talk about your unique methodologies and passion for excellence, save the self-promoting crap for your scrapbook.

8. **Sound like a valued peer.** Don't sound like you're begging for a sliver of their time, or that you are grateful for any of their attention. Prospects want to work with savvy salespeople who bring value to their business relationship. Talk like you would talk to a colleague about an important idea.

9. **Plan ahead.** Use an outline so you make every word count. You have at most 30 seconds on a voicemail. Don't ramble on and on and don't stutter. Make sure you get it right.

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