

7 Tips - How to Make Your Telemarketing Appointment-Making Presentation More Personal:

Contributed by Claudine Waskowycz

Successful Telemarketing Appointment-Making Presentation Made Personal!

Your telemarketing presentation should feel as though the prospect is having a conversation with you.

How? Have a conversation with a potential prospect and analyze the way the conversation develops.

The idea here is to become a professional eavesdropper! Now I am not telling you to invade people's privacy, that wouldn't be right, but rather to learn how people talk during informal conversations. Listen to talk radio, watch movies and pay closer attention when you're having a chat with friends. By doing this, you will learn to develop a telemarketing presentation in more of a conversational style and this will greatly improve the effectiveness of your dialogue with the prospect...

1. Keep your tone light and airy. When you listen to a normal conversation you don't hear people speak in a stiff manner so your telemarketing presentation should be just the same.
2. Record your live telemarketing appointment-making presentation. Listen to your own voice, the words you are using and the way the conversation develops. Analyze how your prospect reacts to your dialogue and whether or not they sound interested. If their tone of voice sounds indifferent, your telemarketing pitch is probably boring and you'll lose the chance of a sale or further appointment.
3. Give your prospect a chance to talk. When you are having a chat with a friend you would not normally dominate the whole conversation. A telemarketing appointment is no different in this sense, so let your prospect think that they are part of the process, not just the target of your telemarketing sales presentation.
4. Tune in to your prospect's mind. The key to a successful telemarketing appointment is understanding the needs of your customers, so allow yourself to think from their perspective instead of your own. Using a simple phrase such as "I know what you mean" will give your prospect the impression that you are considering their point of view. Your telemarketing presentation is not just about sales, it requires two-way communication.

5. Acknowledge what your prospect is saying. Although you don't want to interrupt their dialogue, leaving a long silence can change the flow of your telemarketing presentation and make your customer feel awkward, or as if you are not listening.

6. Smile during your telemarketing appointment-making presentation! It is amazing how different a telephone conversation can sound when you're smiling. Listen carefully when a friend calls you up and see if you can tell if they are happy or gloomy. Your telemarketing prospect can't see your body language, they can only hear your voice so keep your presentation friendly by putting a smile on your face.

7. Say your prospect's name. Your telemarketing presentation will appear more personal if you use the customer's name during the conversation. This gives the impression that you care about the person, not just about the sale.

Telemarketing success depends on your ability to communicate but the good news is that people love to talk. By learning how to take advantage of this during your presentation, you will change your status from telemarketing appointment-making to telemarketing sales!