

Telesales

Quality versus Quantity

I've worked in sales offices where managers constantly scream, 'make more calls, make more calls!'. To achieve the very best results possible what they should be shouting is, 'be on the phone more, be on the phone more!'.

Most people will tell you that sales is a numbers game and to an extent it is. What some people don't realise is that just focusing on quantity, i.e. as many calls in a day as possible, isn't necessarily going to achieve the best results.

Being on the phone is much better than not being on the phone, that is for certain, however, I always tell my staff, 'if you're going to be on the phone for ten minutes, I'd rather that it was one ten minute call than five calls under two minutes'. That's because if call one has lasted ten minutes you're getting a lot closer to achieving a sale and building a relationship with that customer than you possibly could on a two minute call. The second, third, fourth calls will all be there when you're done with call one so don't rush a potential customer off the phone in order to make more calls!

Your main concern when making a sales call should be about finding out as much about your potential customer as possible and making your products & services work for that customer. You should not turn up and work and simply think, I'm going to call as many people as possible today!

I've seen telesales staff on many occasions trying to end a call. Backing away from a customer that they have built good rapport with to 'send them a brochure' or 'call back later' – it's madness! If a customer is willing to talk to you it is the exact opportunity you have been looking for on other calls when people were less forthcoming. You should always look to talk to potential customers for as long as possible, building the relationship and gathering information. Don't end the call until you feel that you have achieved all you can on that particular call or the customer is looking to end the conversation.

There is a positive correlation between the number of calls a sales person makes and the number of sales they get. There is a much more positive correlation between the amount of *time* someone spends on the phone and the sales they achieve. If Geoff makes 100 calls and is on the phone for a total of 500 minutes and Steve makes 150 calls and is on the phone for a total of 300 minutes, who is more likely to have made the most sales?

When you're not on the phone – make another call. When you're on the phone, make the call count!