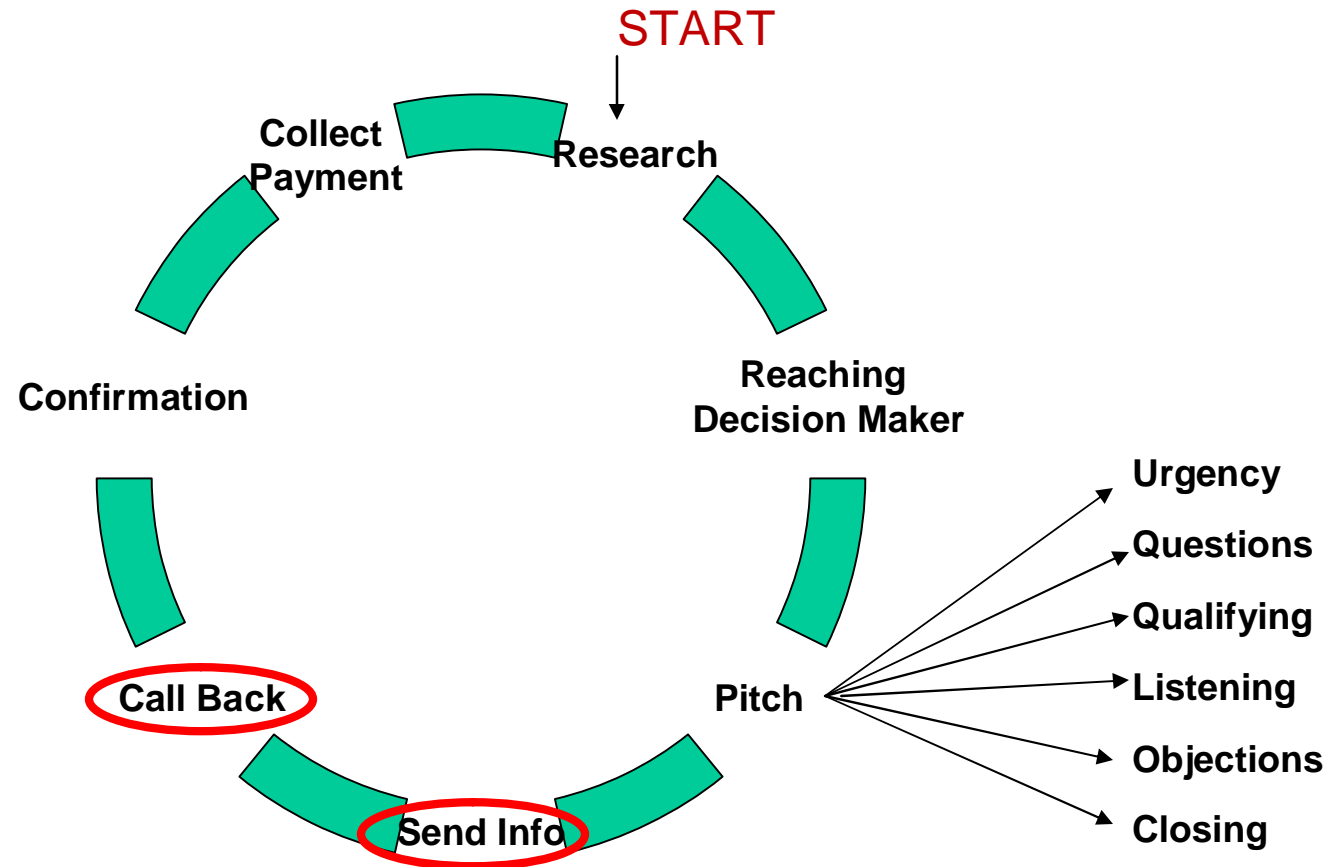


Sending Info & The Call Back

Overview of the Sales Process



Sending Info/Email

- ✓ Purpose of email with brochure is to re-enforce your conversation, NOT to sell
(you must sell the program, the email/ brochure will not do the selling for you)
- ✓ You only send info to qualified prospects
- ✓ Use email – do NOT use fax. If someone does not have an email, he's not qualified.
- ✓ Use their corporate email, NO gmail or yahoo/hotmail, unless it's a 2nd email.

Sending Info/Email

✓ Email Contents

Hi Zamry,

As per our conversation, please find attached the brochure for the program on ...

You can also download the brochure by clicking at this link –
www.purchasing-procurement-center.com/...

I have tentatively reserved a seat for you. As agreed I'll call you back at 4 pm tomorrow.

If however you would like to confirm the seat before that, please reply to this email and I'll take care of the rest.

Looking forward to hearing from you.

Best Regards/Take Care/Regards/

Your Name

Your Job Title (use normally Project Specialist or Project Manager)



Sending Info/Email

- ✓ Analysing Email Contents
 1. Hello/Hi ... Zamry ... (DON'T use 'Dear')
 2. As per our conversation
 3. Attached is the brochure/email link to download brochure ...
 4. I have tentatively reserved a seat ...
 5. As agreed I'll call you back at ... Time & day ...
 6. If you'd like to confirm your seat before that kindly reply by email.
 7. I'll take care of the rest

Call Back

✓ Purpose

Only 1 Purpose – to confirm the participation of the prospect

✓ Time & Attitude

Always make your call back on time

Be positive, excited, and focused on the end result

Your End Result is

To Get the Deal

✓ Do assume

How many people are you sending?

Are you coming alone or other people as well.

✓ Repositioning the Product

If you need to re-pitch then re-iterate the testimonials, companies/people already booked and others in the pipeline



Call Back

✓ How do you start the call back?

Hi ... This is As spoken yesterday and as per my email regarding, I am calling you back to find out ...which of the programs you find more relevant/suitable to attend?

(SHUT UP)

OR

Hello again ... This is ... As spoken yesterday I'm calling regarding the program that I emailed you about ... I hope you are having a great day, since it's been a great day on my side. We just confirmed 2 people from They are joining dozen others from ... Mention companies who have booked So I was naturally wondering how many people may be coming from your side?/which workshops will be more suitable for you to attend?

(AGAIN REMEMBER TO SHUT UP)

Call Back

✓ Important Rules to Remember about Call Backs

1. Never call back more than twice in the same day. It wastes your time and makes you look desperate in the eyes of the prospect

2. Never speak to the prospect more than 3 times before you get a decision i.e.

- One call pitching,

- One call is the 1st call back, and

- If prospect is asking for another review or confirm with boss etc then there can be the last/3rd call.

3. Always Follow a Successful Call back with an email re-stating what transpired during the call.



Call Back - Process

- We discussed this during urgency but it is worth mentioning again, that the process to follow is:
 - ✓ Pitch – 1 Call
 - ✓ 1st Call Back – 1 Call
 - ✓ Final Call Back – 1 Call
- After an unsuccessful 1st Call Back send the 1st Email that includes the following points:
 - I called but could not get hold of you;
 - Do let me know what's the status regarding the confirmation of participants for the workshop
 - If I don't get a reply to this email, I will give you a final call tomorrow.

Call Back - Process

- After the 2nd/Final Unsuccessful Call Back, send the 2nd/Final email
 - I called twice and could not reach you.
 - I sent you an mail, but did not receive a reply.
 - Do let me know whether you and your team would confirm.
 - As this is the last email I'm sending, I would appreciate your quick reply.