

Telemarketers: Don't like them? Here's an idea for ya!

By Martin Lemieux

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Telemarketers... oohhhh... I'll bet we've all got a nice story to tell about these guys & gals don't we?

Well here's a story i'll never forget and i'll show you how to turn a sales call into a sale for you!

So i'm sitting in my office one day and mind you at the moment I don't have a helper to screen my call for me and don't you know it, I get a telemarketer.

See, I used to be in a few network marketing programs and I know how hard it is to get rejections on the phone. Some of us take it very personal and some just don't care. But I assert you this, whichever one you are, cold calling isn't an easy business.

When someone calls me to sell me something I will only talk to them if they 2 will listen to a promotion i'm offering, only fair right? You'd be amazed at how many won't listen to you so why would you listen to them?

I make it a point to tell them that my specialty is promoting and if they want to have any of my time, they will have to listen to me 1st. No acceptions.

So one day, I get this call from this really nice guy who completely understood my deal and accepted to hear what I have to say. Usually, I will pick one of my clients and speak of only the one, not many promotions which might throw them off a little.

So i'm explaining to this gentlemen of the phone that I have

a client in the Transport industry and he deals with all kinds of shipping services. What I usually do is ask the other person on the phone if he can recall anyone who mentioned to him that they needed to ship something!!!

With that, this gentleman on the phone said "I'm actually looking into shipping a small package overseas". Now, I'm fully aware that he can just say whatever he wants and possibly get me to finally listen to him so I immediately 3-way him with the transport company to give them his contact information so that they can send him a flyer or something.

Once the call was complete, I gave this gentleman 20 minutes of my time for thanking him to take the call. It turns out that he was trying to sell a magazine subscription for health issues. I told him that I wasn't interested but I had a client who was in the health industry so I gave this gentleman my client's information to contact him

Going back to the transport company, it turned out that the telemarketer actually did take their services and in return the owner of the transport company took a year subscription of the health magazine I told you about!

Now that's not often it happens like the way it did but just remember that telemarketers are people as well and they too also know other people. There's a great book that I feel is of the best on this type of promoting and anyone committed to their sales should read it...

It's called: Endless Referrals By: Bob Burg

"A must read".

So next time a telemarketer calls you, you'll know what to do and if they reject hearing your offer, be kind and let them go!

Hope you've enjoyed my story!

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