

HOST Breakout: Tele-Selling without a “Freebie” to Give Away! Get Comfortable Calling Strangers or New Players Just ... Because

Presenters: Janet Hawk, Raving Partner, Player Development and Marketing
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VP of Sales, Engaged Nation

Tuesday, July 23, 2019
1:15 pm – 2:00 pm

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WE ARE CONNECTED BY ONE COMMON WISH....

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Relationship selling is not about getting the player to like the host ... but rather, getting the player to want the host to like him or her.

Call Reluctance!!



Common Obstacles ...

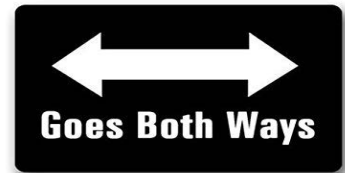
- Fear
- Attention
- Ego
- Time
- Assuming
- Accountability
- Discipline
- Embrace the suck



***The only way to
overcome is to engage!***

Secret to successful calls ...

CONVERSATION!



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Tele-selling success starts and ends with this ...

1. Planning
2. Preparation



Teleselling Guidelines

1. Tell them WHY.
2. Be in the moment ... listen.
3. Don't pontificate!
4. Use open-ended questions.
5. Use what you hear to form the next question.
6. Answer a question with a question.
7. Go with the flow.
8. Be honest.
9. It's not about you!
10. No distractions!
11. Prepare!
12. Be brief!
13. Take notes!

Secret to successful calls ...

LISTENING!!!

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Three Ls: Listen, Learn, Lead

Listen, so that you can...

Learn, what you need to know to...

Lead, the conversation!

W.A.I.T

Why Am I Talking?

Consider this question
before you begin



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Four Key PD Strategies

1. Acquisition
2. Retention
3. Growth
4. Reactivation



Acquisition Call

- You most likely will not know the guest
- Introductions
- Sell the property
- Who, What, When, Where, Why & How



HELLO. MY NAME IS INIGO MONTOYA.
YOU KILLED MY FATHER. PREPARE TO DIE.

INIGO'S GUIDE TO NETWORKING SUCCESS

1. POLITE GREETING
2. NAME
3. RELEVANT PERSONAL LINK
4. MANAGE EXPECTATIONS

Retention or Growth Call

- You SHOULD know the guest
- You have some type of relationship
- You don't know enough history
- Get to know the guest's preferences
- ASK QUESTIONS

Reactivation Call

- May or may not KNOW the guest
- What happened? If anything?
- Where do they go now?
- Why do they go there?
- Ask questions, get to KNOW the guest

Phone Presence

1. Be prepared, be present
2. Every call is important
3. Smile
4. Assume your telephone voice
5. Project a natural, enthusiastic tone
6. Focus your entire attention
7. Enunciate your words
8. Avoid jargon

Q & A

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Questions? Contact Amy Hergenrother
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