

## Selling over the phone

Two things to do when selling over the telephone...

- introduce or reintroduce yourself before you state your name &ndash; this will give the customer time to wake up and adjust to your call and your tone of voice. For example, &lsquo;Hello, I don't think that we have spoken before, my name is...&rsquo; or &lsquo;Hello, you may remember me from...etc&rsquo;.

- Then at the end of a phone conversation, hang the phone up slowly. Never put it down as quickly as you can. This is a clinical cut-off and you risk losing the goodwill that you have spent time on the phone creating.

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