

# Inside Sales

## Coaching Questions

### “Who are you calling”

#### Topic Introduction

The different types of people that you are calling can change the tone, language, and message that you are using. It is important to identify who you are speaking with upfront.

#### Discussion Questions

- Are you speaking with executives or VPs?
- Are you speaking with marketing, IT, purchasing, or another department?
- Are they potential partners that you could be working with rather than customers?
- Are they large organizations or very small?

#### Key Learning

Different people may require a different approach. Different people may use different terminology or require a certain level of expertise. Different people will be interested in listening to you based on different triggers.

### “How do you handle the gatekeeper?”

#### Topic Introduction

Rarely is it a gatekeeper’s job to simply block sales people. In fact, there are 3 different types of gatekeepers that you expect to speak with. Only one third of gatekeepers are there to block you.

#### Discussion Questions

- Is the gatekeeper a helper? Are they there to actually get you to the right person internally?
- Is the gatekeeper a stopper? Are they there to prevent you from wasting people’s time?
- Is the gatekeeper indifferent? Are they simply picking up the phone and rely on you to direct them?
- Do you have a tactic for each type of gatekeeper?

#### Key Learning

The gatekeeper doesn’t always have to be someone that you dread speaking with. Assume that the next gatekeeper will be a helper!

### “What is the point of the call?”

#### Topic Introduction

You need a goal. It doesn’t have to be a big goal. Sending an introductory email could be enough. Having a goal in any endeavour is important in achieving success. The goal of a phone call shouldn’t be a close.

#### Discussion Questions

- Are you trying to simply generate interest, get awareness, or gather contact information?
- What is the goal of your call?
- What will be the goal of the next call?

#### Key Learning

As soon as you reach your call’s goal, arrange your next point of contact. If you keep talking and try to stretch too far in a phone conversation, you may lose the entire sale.

## Examples

### Real Life Example: Who are you calling?

A game development business was interested in finding resellers of their service. They identified a few key potential channel partners. Each target market had a different set of talking points for the inside sales team to focus on.

1. Marketing agencies: They required being called between 3pm and 5pm as their meetings were complete and they often work late. They felt it was important to speak about creativity and the benefit to the client. As they were a channel, they were interested in the potential mark-up.
2. Web design businesses: They preferred to be emailed rather than called. They thought that inexpensive widgets, template games, and search engine optimization were the largest benefits to their clients. As they were a channel, they were interested in the potential mark-up.
3. Social media businesses: They were interested in getting a phone call early in the day before they had afternoon meetings with clients. They cared about the interactivity of the games, the ability to integrate into popular social media tools, and the search engine optimization component. As they were a channel, they were interested in the potential mark-up.

### Real Life Example: How do you handle the gatekeeper?

A transportation sales person was making calls in their first year as a prospector.

The sales person ended up realizing that in transportation sales, there could be many different roles within an organization that you would be working with. It could be a transportation manager, a purchasing manager, a supply chain manager, the warehouse manager, or sometimes the general manager. With this lack of direction, it was difficult to guess who to speak with.

At first they were petrified that the gatekeeper was going to hang up on them. Every time a gatekeeper picked up the phone and asked “how can I help you?”, they would hear “why are you bothering us?”. To avoid this, he would research names and potential positions within the organization that could possibly be the decision maker. Often he was incorrect and had spent a lot of time with research.

Finally he changed his approach. When the gatekeeper asked him “how can I help you?”, he took it literally and explained that he was looking for the individual responsible for transportation. The gatekeeper knew who that was and helped the sales person get in front of the decision maker quicker than he could on his own.

### Real Life Example: What is the point of the call?

The commercial real estate agent was growing his client list by cold calling executives. At first he tried to get a listing or a booking, but quickly realized that most of the decision makers that he was speaking with would never be ready to buy or sell the exact moment that he was calling.

This is when he realized that his actual goal was to build rapport. And the best way to build rapport is face to face. The goal of his introductory phone call was to book a face to face meeting.

By taking baby steps, he ended creating a large client list that was eventually prepared to buy or sell property.

### Mini Case Study

A buying group was interested in getting non-profit customers using their lower price points for 20 different cost drivers.

BUYING GROUP: “We have so many different programs that we want the customers to be using. When we call them it is sometimes difficult as we might be overloading them with information.”

COACH: “What is the goal or point of the phone call? Is it really to start using all of the programs or would you be satisfied with one?”

BUYING GROUP: “One would be ideal. Or even to stay in the loop on our programs as that would give us a way to continue to communicate with them.”

COACH: “It sounds to me that you should be speaking about the program that is the most compelling to your customer only. Capture their contact information for the single program, and communicate to them in the future. Does that sound realistic?”