



Business Call Suggestions

When Calling on the “Driver”

Open the Call

- Listen to their objectives
- Address specific problems
- Be personable, but reserved
- Present facts and evidence

Do

- Be clear, specific and brief
- Stick to business
- Be prepared and organized
- Provide alternatives
- Give facts to compare
- Have facts about risk
- Focus on results
- Ask, don't tell
- Clarify priorities
- Anticipate objections

Business Buying Reasons

- Bottom line results
- Gets the job done
- On schedule, under budget

Conduct the Call

- Get right down to business
- Be quick
- Focus on their goals
- Treat with conviction

Don't

- Ramble
- Waste their time with unnecessary detail
- “Play it by ear”
- “Beat around the bush”
- Leave loopholes
- Have all the answers
- Speculate
- Overwhelm with detail
- Have surprises
- Share personal life

Personal Buying Reasons

- More personal power
- Increase control
- Choice of options



When Calling on the “Analytical”

Open the Call

- Establish your credibility
- Give your credentials
- Acknowledge their expert status
- Give case study examples

Do

- Be well prepared
- Stick to business
- Discuss pros and cons
- Minimize risk
- Have a detailed plan
- Provide solid evidence
- Be realistic with schedules
- Stress cost effectiveness
- Be thorough and unhurried
- Be decisive and specific

Business Buying Reasons

- Meets specifications
- Meets goals and objectives
- Most logical solution

Conduct the Call

- Slow it down (compared to “driver” meeting)
- Be deliberate and accurate
- Complete solution

Don't

- Be unprepared or disorganized
- Be casual, informal or loud
- Rush
- Play it by ear
- Use unreliable references
- Use opinion as evidence
- Be clever or use gimmicks
- Guess if you don't know
- Use personal appeals
- Use users as evidence

Personal Buying Reasons

- Reinforces their image as an expert
- Need to be Right
- Pride in making a difference



When Calling on the “Amiable”

Open the Call

- Engage in informal talk before getting down to business
- Show interest in their work/goals
- Reference people that they may know

Do

- Start with an ice breaker
- Show interest in them
- Find common areas
- Listen, be responsive
- Ask “how?” questions
- Move casually and informally
- Focus on low risk
- Provide personal assurances
- Give verbal/non-verbal feedback
- Ask who else will be involved

Business Buying Reasons

- Staff/Committee approval
- Guarantee/Assurances
- Tried and proven

Conduct the Call

- Slow it down
- Get to know them
- Treat with warmth and sincerity
- Be prepared for others to join

Don't

- Rush in to business
- Stick coldly to business
- Say “here’s how I’d see it”
- Be domineering/demanding
- Debate facts and figures
- Be abrupt and rapid
- Be vague
- Offer opinions and probabilities of what might be
- Offer opinions
- Be, formal and reserved

Personal Buying Reasons

- Be respected, and liked
- Avoids conflict and controversy
- Supports group consensus



When Calling on the “Expressive”

Open the Call

- Describe the purpose of the call
- Establish credibility
- Discuss people that they know
- Share exclusive information

Do

- Support their dreams
- Plan to socialize and relate
- Talk about people
- Ask for their opinions
- Provide implementation plan
- Be stimulating and fun
- Keep it fast moving
- Use prominent references
- Offer special incentives if they'll take the risk

Business Buying Reasons

- Creative, big idea
- Good references
- Sounds and feels good

Conduct the Call

- Speed it up
- Get to know them
- Make it look and sound good
- Treat them with flair, be fun and upbeat

Don't

- Overwhelm with detail
- Legislate
- Be curt and cold
- Be tight lipped
- Dwell on facts and figures
- Be judgmental
- Be task oriented
- Be dogmatic
- Fail to give plenty of verbal and non-verbal feedback

Personal Buying Reasons

- Recognition and publicity
- Be first, biggest and best
- Innovative and unique

