



# A HANDBOOK TO HELP YOU SELL MORE.



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# Discovery Call Formula : Execute a Good Sales Discovery Call



Over **50%** of your prospects aren't a good fit for what you sell - that means if **you're not qualifying your customers** correctly in the discovery call - you're leaving **time** and **money** on the table

## What is a Discovery Call?



- » A discovery call is a two-way conversation between a sales agent and a customer
- » Discovery calls are important for leveraging a better understanding of the customer, their business, pain points, and needs. Which will help shape all future conversations.
- » This step is imperative to the sales process and can't be overlooked.

## Purpose of a Discovery Call



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## EI Recommendations

# 1

Diagnose the Customer's need

# 2

Phrase your Questions (Ask Open-Ended Questions) to Get Long Answers

# 3

Don't Ask Too Few or Too Many Questions

# 4

Ask the Right Question and Listen

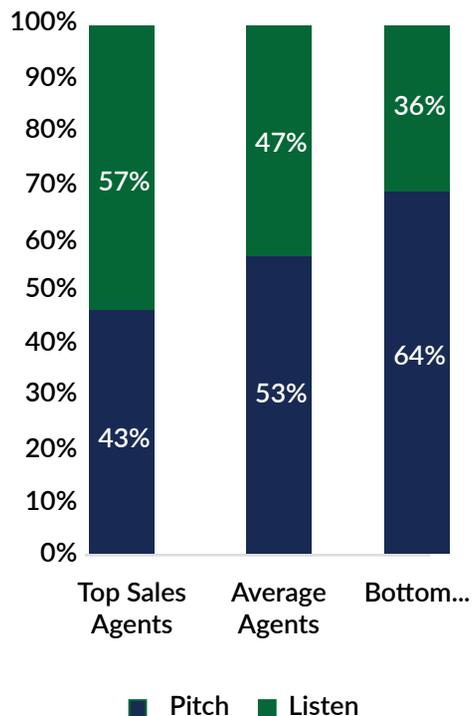
# Discovery Call Formula : EI Recommendations

## Diagnose the Customer's needs

The rule of thumb for a discovery call should always be you listen more than you talk

Remember, at least **50%** of customers aren't a good fit for what you sell.

On average, top sales agents speak **43%** of the time and listen **57%** of the time: **43:57** talk-to-listen ratio



The best way to make sure your customer talks more than you do is to ask questions. But you need to make sure you're asking the right questions.

Here is the subject list to select and ask specific questions to help agents separate qualified leads from time-wasters:

- » Understanding the Customer
- » Understanding Customer's Problem
- » Understanding Competitor Standing
- » Understanding Budget
- » Understanding the Roadblocks & Decision-Maker

## Phrase your Questions to Get Long Answers

Characteristics of Open-Ended Sales Questions:

1. They help Agents understand a business better
2. They help Agents to build rapport with a Customer
3. They help Agents kickstart more meaningful discussions

Open-Ended Questions begin with:	Closed-Ended Questions begin with:
• What	• Is/are
• Why	• Do/did
• How	• Would/will
	• Could/can
	• Was/were
	• Have/has
	• Which
	• Who
	• When
	• Where

While the above keyword questions seek more information from the customer and are answered in the Customers' own words, close-ended questions lead to specific answers, like a yes or no, or a multiple-choice option.

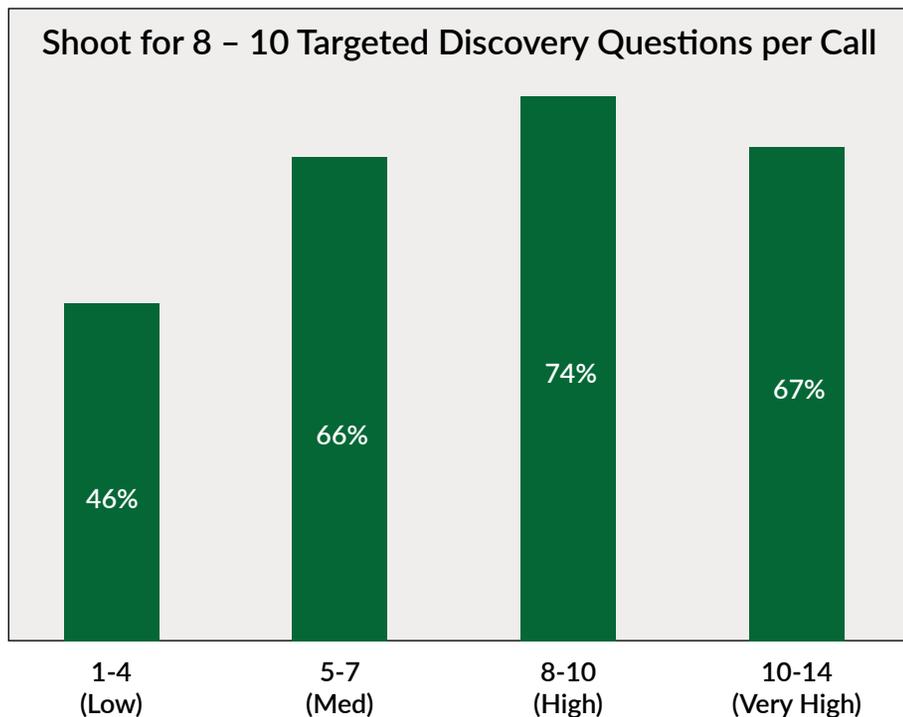
One-word answers aren't going to give agents the information they need. Agents need customers to ante up and spill the tea.

Source: Spotio Blog

# Discovery Call Formula : EI Recommendations

## Don't Ask Too Few or TOO Many Questions

Always recommended to ask between 8 and 10 questions in the discovery section:



If agents are asking more than that, they risk making the customer feel interrogated.

Fewer than that and agents won't get enough information to plan out the remaining sales process.

## Ask the Right Question and Listen

Average & Bottom reps ignore what their customers say in favor of scripted questions. They rely on a checklist to get them through the conversation, and it shows. They hit customers with a pepper spray of questions at the beginning of the call.

Conversely, the best reps are fantastic listeners and make discovery more personal.

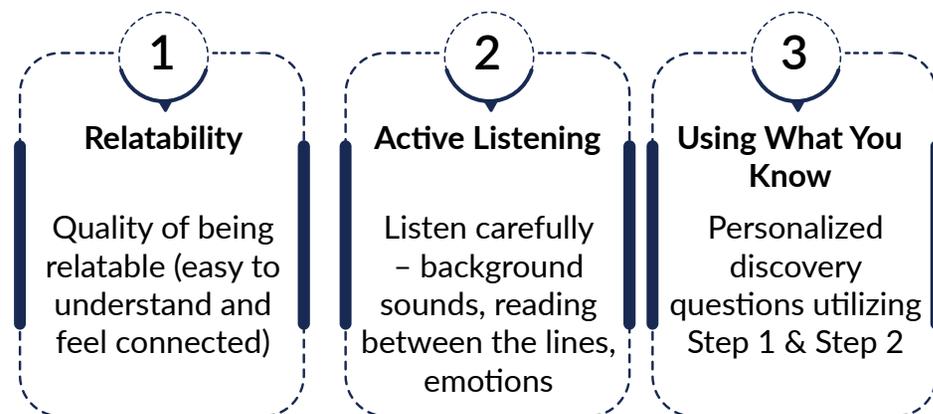
At some point, you'll hear your customer express an emotion. Use one of these sentences to label it on the spot:

"It seems like you \_\_\_\_\_"  
"It sounds like you \_\_\_\_\_"  
"It looks like you \_\_\_\_\_"

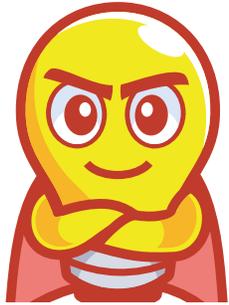
If you hit the nail on the head and name the emotion correctly, the response will be brilliant.

Now zip it and listen to their response. That's the trick!

## 3 Steps to Consider



## Sales Discovery : Real Time Interactions



**Agent:** We're just calling today to say thank you for being a loyal ABC Customer. To show our appreciation we wanted to give a free week of our streaming service with the option of an XYZ TV. Do you currently stream Netflix at home?

**Customer:** *Yeah, I had the service and I canceled recently so I don't think I need it.*

**Agent:** Oh okay, well we do also have cell phone services so **if you don't mind me asking who your current provider is and how many lines you have with them?**

**Customer:** *I just switch to CCC. I had ABC before, and I had an issue with them and canceled as well*



- » **Customer:** I mostly do sports; games and that's all we do
- » **Agent:** Okay well this sounds like **it's gonna be a great fit for you** because ABC TV package does have a two thousand on demand titles; it has sixty live TV channels. **It looks like you love Sports and Games, so we do have the Game show network, Discovery, Lifetime, travel and outdoor channels including live sports events. So, do you like to stream live sports channels and shows on your cell phone?**
- » **Customer:** Sorry, my kids are making a lot of noise in the background
- » **Agent:** That is okay. So, what type of channels do you like to watch? **I heard you said kids, so do they like to watch cartoon channels, movies and shows?**
- » **Customer:** We have Netflix
- » **Agent:** That's awesome. **Well sounds like you're a Movie Freak!**
- » **Agent:** **So, what type of movies and shows you and your family likes to watch on Netflix?**

# Ask For Sale : Package Recommendation + Offer Price + Ask for Sale

## 1. - Package Recommendation

- » Intend here is to measure how well agent delivered the primary offer based solely on the need identified in the Discovery section.
- » Always suggested to present the offer and tailored/Personalized presentation based on the conversation during the Discovery section  
e.g. Based on what you told me....
- » Also try to call out at least 1-2 benefits of the package that shows valued to the customer



## 2. - Offer Package Price

- » Price always comes after Discovery and package presentation/ recommendation
- » Without understanding customers' needs, uncovering their constraints and building the right solution, agents can't effectively give customers a price
- » Always advisable to give price breakdown of the complete package
- » e.g. This package will cost you for \$\$ per month before taxes. Taxes would vary from location to location and would be in range of 5 to 10%. Also, price will be locked for first 12 months and after that, it will be \$20/mo more



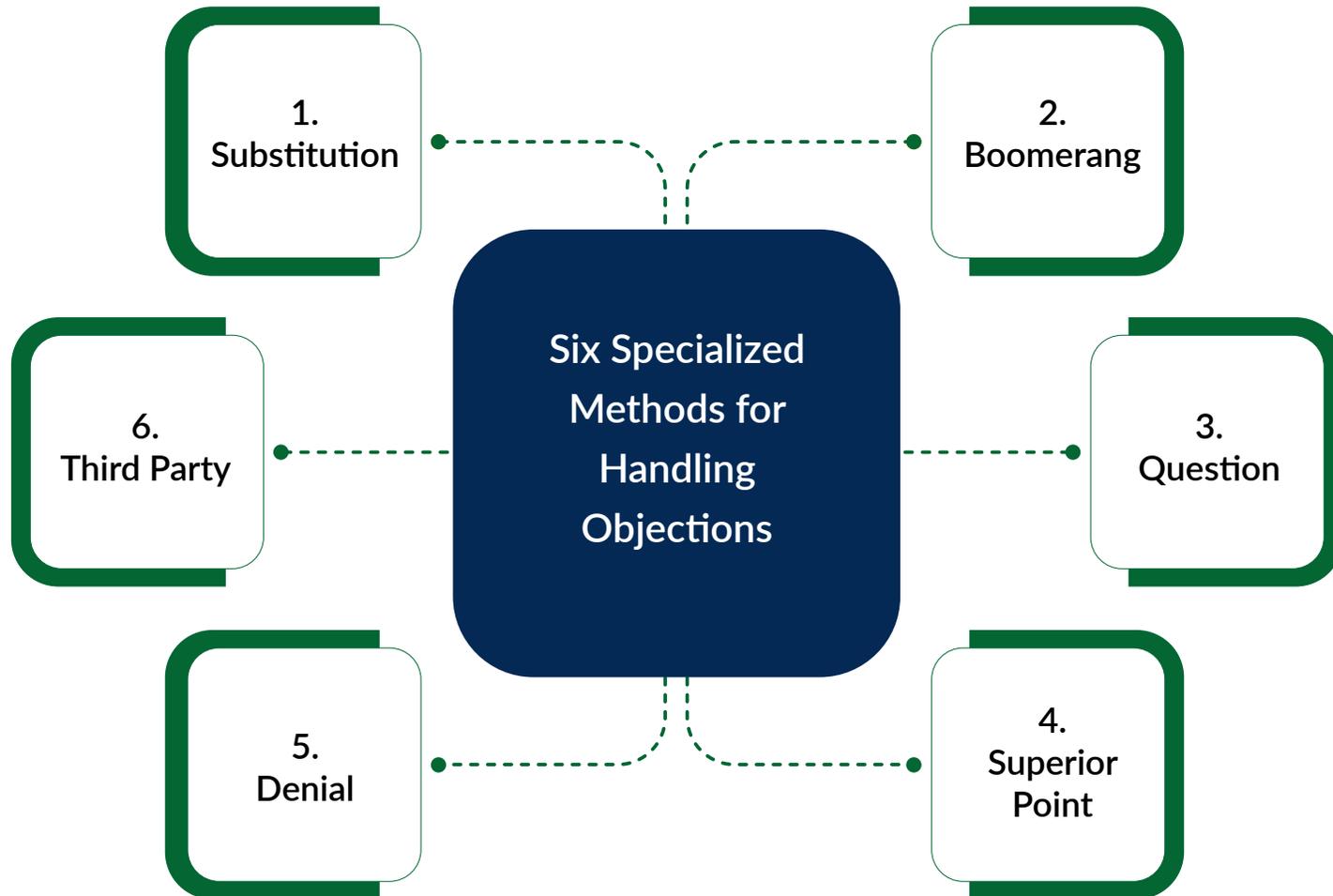
## 3. - Ask For Sale

- » Making sales! And to be an effective sales agent; have to ask for the sale.
- » Studies show that nearly half of sale calls end without an attempt to close the sale. In addition, another study found that the overall sales closing rate is only about 27%.
- » Numerous organizations are consistently struggling with the only skill:  
Knowing when to ask for the sale; then actually asking for it
- » According to studies, agent should always ask for sale at least twice on the call.
  1. Directly After pricing out the package. This should include general phrases to determine the customer has no objections and is in agreement with the package recommendation
  2. Second occurrence will be after creating Urgency and overcoming Customer Objection (if any)

### Sample Ask for Sale General Phrases:

- Are you ready to go ahead with the package?
- Let me get the details and confirm the package for you
- Would you like to get started with the order process

Customer Objection: Expensive/Price is High



# Objection Handling Tactics : EI Recommendations

Agent checklist based on the preferred rebuttals used on the calls

Customer Objection	Method	Better Response
Is there cheaper plan/package / service available?	Substitution	Please allow me a moment. Let me look out for another Plan/ Package/Service which will best fit your needs
Whatever is most affordable...	Boomerang	I can understand your concern on High Price/Expensive/Cheaper packages; however, let me share something here (add benefit/value statements or \$\$ customers will save)
Anything cheaper than that...	Question	To make sure I get you the best package, could you please let me know your budget?
I think it's over their budget...	Superior Point	I understand. Our prices are slightly higher, but with good reason. (add benefit/value statements or promotions/discounts customers will receive)
No, I can't afford to get this...	Denial	I completely understand your concern; however, this is the best affordable package preferred by most of the customers
I know I can find it cheaper...	Third Party	Rajkumar, one of my customers, questioned and had a same concern on Price when he confirmed the package a year ago. However, recently we received a letter in which he praises the service after his interaction with our Customer Service agent

# Objection Handling Tactics : EI Recommendations

## Customer Objection: Call Back Later/Time

Always recommend agents to follow the below suggested 2 step process whenever they experience Customer Objection: Call Back Later/Time on the call

### Questioning



### Establishing a Sense of Urgency

Ask open-ended questions to encourage customers to talk and understand the actual reason

Use “Creating Urgency” phrases along with the Open-ended question to let customer know the importance of ordering a service right now on the call

Could you please let us know what is holding you back from placing the order today?

Let me tell you that Prices/availability are subject to change

**OR**

**OR**

I completely understand your concern; however, could you please let me know the reason for call back?

However, I want to finish your order today because I cannot guarantee you the price, you're getting today

**OR**

I would recommend you finish your order since prices/rates might change.

## Customer Objection: Need

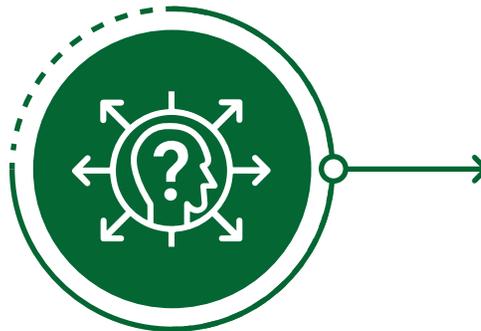
When customer indicates that he is not ready or there is no need to buy, don't get discouraged. Use the following 4 steps to overcome sales objection: Need and move closer to the sale.



### LISTEN

Employ Active Listening skills

Confirm You've Satisfied the Objection



### UNDERSTAND

Understand the Objection Completely

"So, you're saying you already have a cell phone and that too with unlimited data plan?"



### RESPOND

Respond With an Appropriate Rebuttal

"I totally understand. Recently I learned that most of the providers are offering unlimited data packages. I think what matters is the service and price (or any benefit statement). We got similar package only for \$\$ with a price lock for one year. In addition to that, we were rated #1 in customer service. Does that sound interesting to you?"



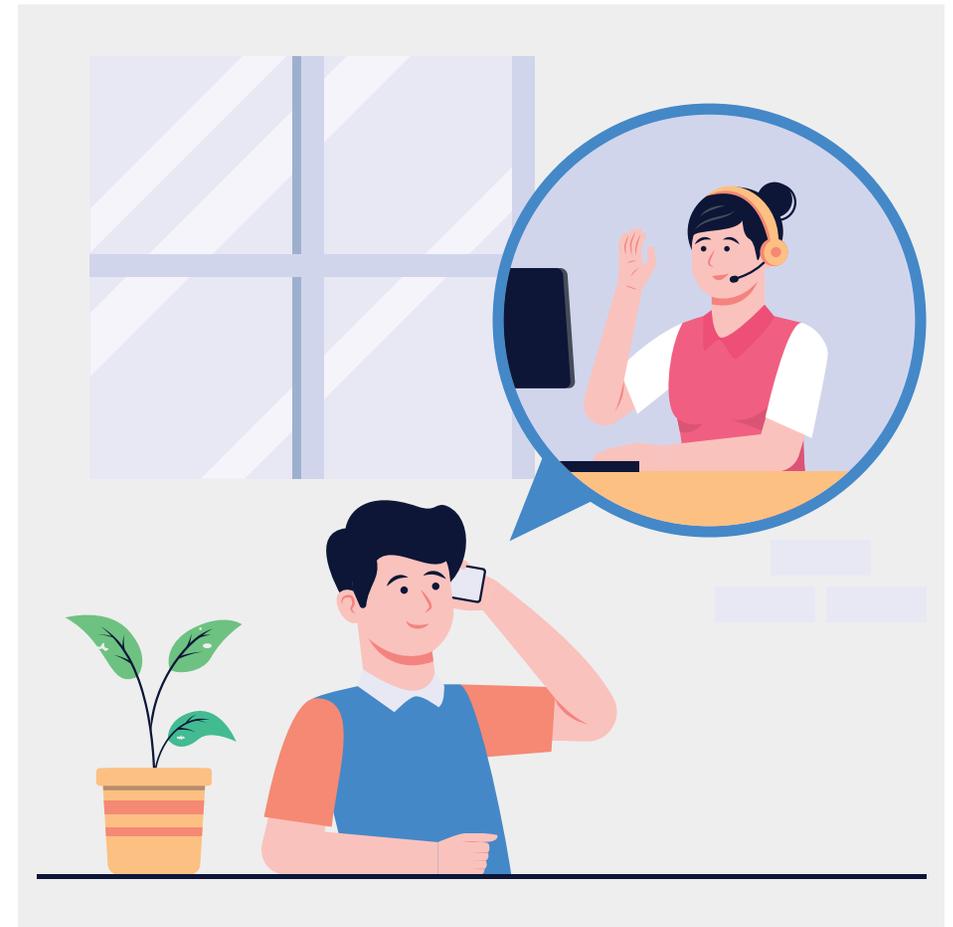
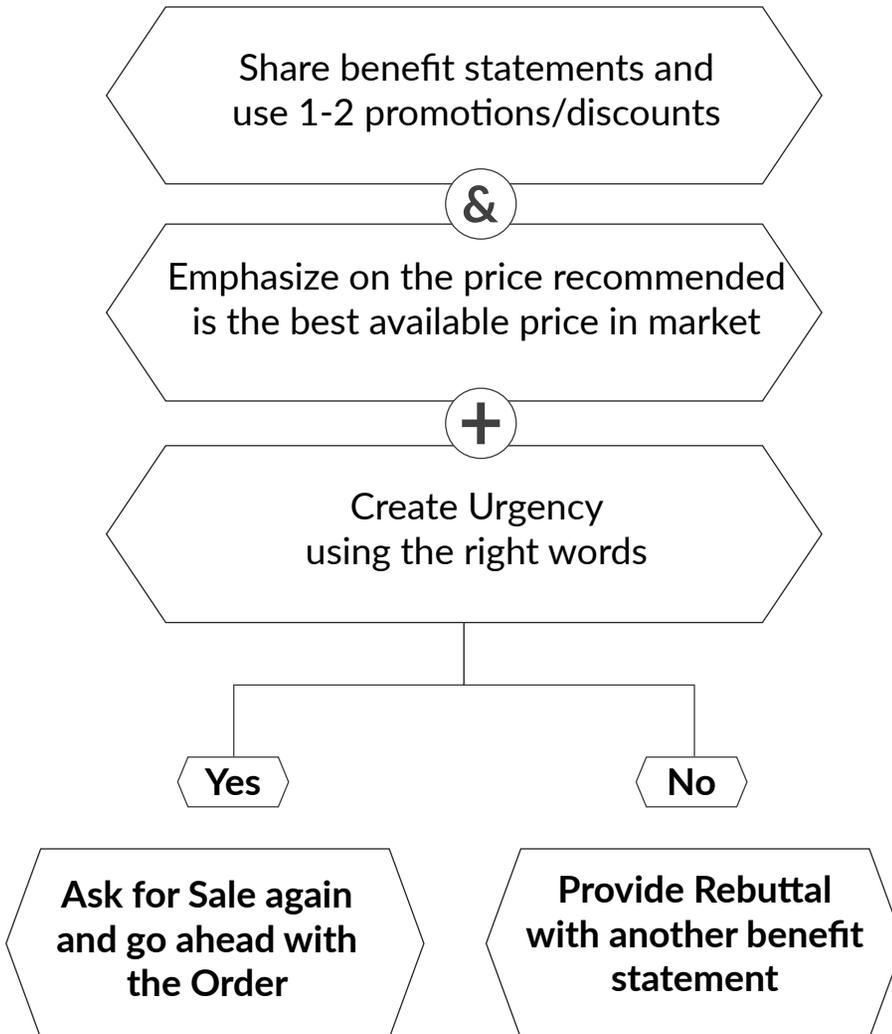
### CONFIRM

Confirm You've Satisfied the Objection

Fantastic! So, if we go ahead with this, I'll like to get your name and email address first.

# Successful Tactics to Overcome Customer Objections

## Customer Objection: High Price/Expensive





## Customer Objection: Call Back Later

- Find the REAL Objection
- Could you please let me know what is holding you back?

OR

Provide an effective Rebuttal along with creating a sense of Urgency

Yes

Ask for Sale again and go ahead with the Order

No

Get the date and best call back time to reach out

# Successful Tactics to Overcome Customer Objections

## Customer Objection: Consult With

- What type of questions do you think that \_\_\_\_ will ask/have
- Alright! I can wait for you while you check with \_\_\_\_
- Great! Then I'll hold on while you check with \_\_\_\_

&

Create Urgency using the right words

Yes

**Ask for Sale again  
and go ahead with  
the Order**

No

**Get the date and  
best call back time to  
reach out**



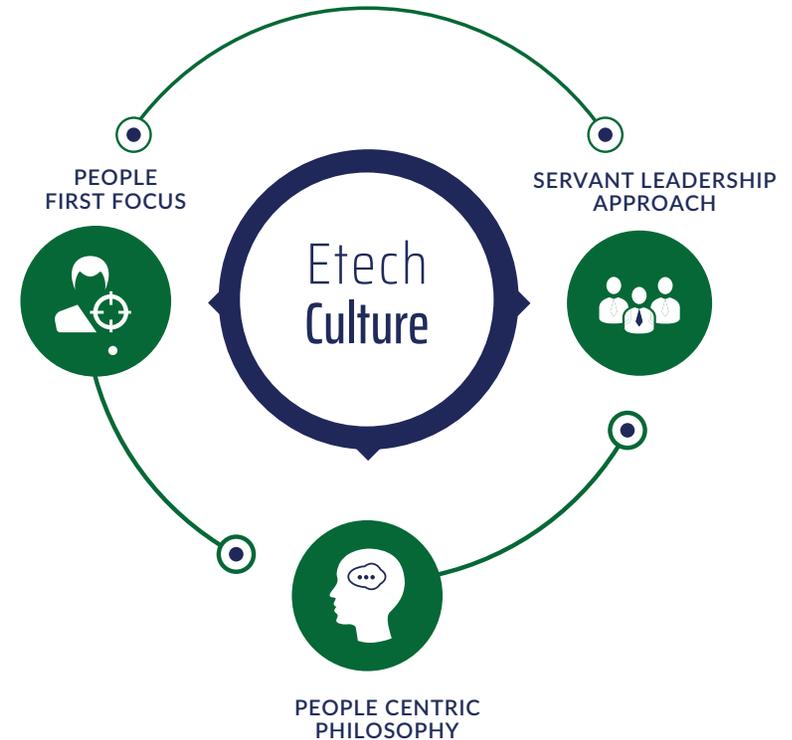
# Etech Overview

## Etech Vision

To make a remarkable difference for each other, our customers, and within our communities.

## Etech Mission

Etech is a servant leader organization providing superior customer experiences and innovative solutions which enable our clients to build stronger brands, strengthen customer relationships, and gain market share. Etech provides service as a solution; handling customer contacts, delivering business insights through Etech Insights and technology solutions through Etech Technology Solutions (ETS).



## Etech Awards

