

# **Art Sobczak Programs**

## **Smart Calling™- How to Prospect Successfully for New Business Without “Cold” Calling or Rejection**

If prospecting for new customers is part of your B2B franchise system business model, but franchisees are not effective at, nor enthusiastic about “cold” calling, there is a better, proven way.

Instead of using tired old formulas and scripts that prospects recognize and dismiss from a mile away, and salespeople hate using, Smart Calling™ is an intelligent method for engaging prospects in conversations that gets results. Tens of thousands of sales professionals, and entire companies worldwide have adopted Smart Calling™ as their method of getting new business.

Art will work with you to customize a workshop designed specifically for your franchise system, tailored for your types of calls, to your market, using your terminology. This is a how-to program with specific examples. Attendees work on their calls and practice their messaging. Your participants will learn how to:

- Leave voice mails that get calls returned, not deleted
- Engage prospects with effective opening statements that create interest, not resistance
- Gain pre-call sales intelligence using the latest "social engineering" techniques, so their calls are viewed as relevant, and not a typical cold call
- Get screeners, gatekeepers, and assistants working for them, not screening them out
- Deal effectively with buyer resistance
- Get prospects to take action
- Get and stay motivated to actually pick up the phone
- Never be rejected again, and MORE!

Regardless of whether your prospecting objective is to set an appointment, reactivate an old customer, or sell, your Smart Calling™ franchise-specific customized program will provide your attendees with the process and word-for-word messaging to accomplish your objectives.

## Converting Incoming Calls into Customers and Cash

Franchisees of all types, every day, all day long waste opportunities with people who show interest in buying from them. And that is because they mishandle the incoming call, or phone or web inquiry. Given the cost of generating leads, this can be the difference between a struggling franchise, and one that breaks system-wide sales records.

Topics included in the results oriented session include:

- Seven fatal mistakes to avoid on incoming calls
- How to get inquirers to visit, or apply, or buy and take the ACTION you want on every call
- How to handle the price shopper
- How to upsell and cross-sell, and increase the average size of every order
- How to set up the follow-up to convert those who don't commit today
- How to effectively follow-up and not be a pest

Art will mystery shop franchisees and listen to recordings of calls if you can provide them. He uses your language and real-life situations. Attendees learn and practice specifically what to say and when to say it in order to turn the ringing phone into a ringing cash register.

This is not a “telephone etiquette” program or a fluffy “just smile on the phone” presentation. Your franchisees will leave with what to do and say to **sell**, and do it in a conversational, customer-oriented way that inquirers enjoy and respect.

Quit wasting opportunities with people who take the initiative and invest their time to contact you. They are going to buy from someone who handles their inquiry and satisfies their interest when it is the highest—**at that moment**-- and that should be from your franchisees.

## **Telephone Tips That SELL!**

Every franchise uses the phone in some way to sell and service. And every prospect and customer interaction is an opportunity, either squandered or capitalized on. This is a program that Art will customize specifically for your unique prospect and customer sales and service interactions to maximize the results of every contact.

From a keynote to a full-day workshop, Art will work with you, study your telephone interactions, listen to and/or place mystery calls, and design a program that franchisees will engage with, and take back to implement the next time they are on the phone.

Together you will build a program that covers any or all types of phone interactions, such as handling incoming inquiries effectively, upselling and cross selling on order calls, turning service calls into opportunities, placing outbound prospect calls, calling existing or inactive accounts, getting referrals and more.