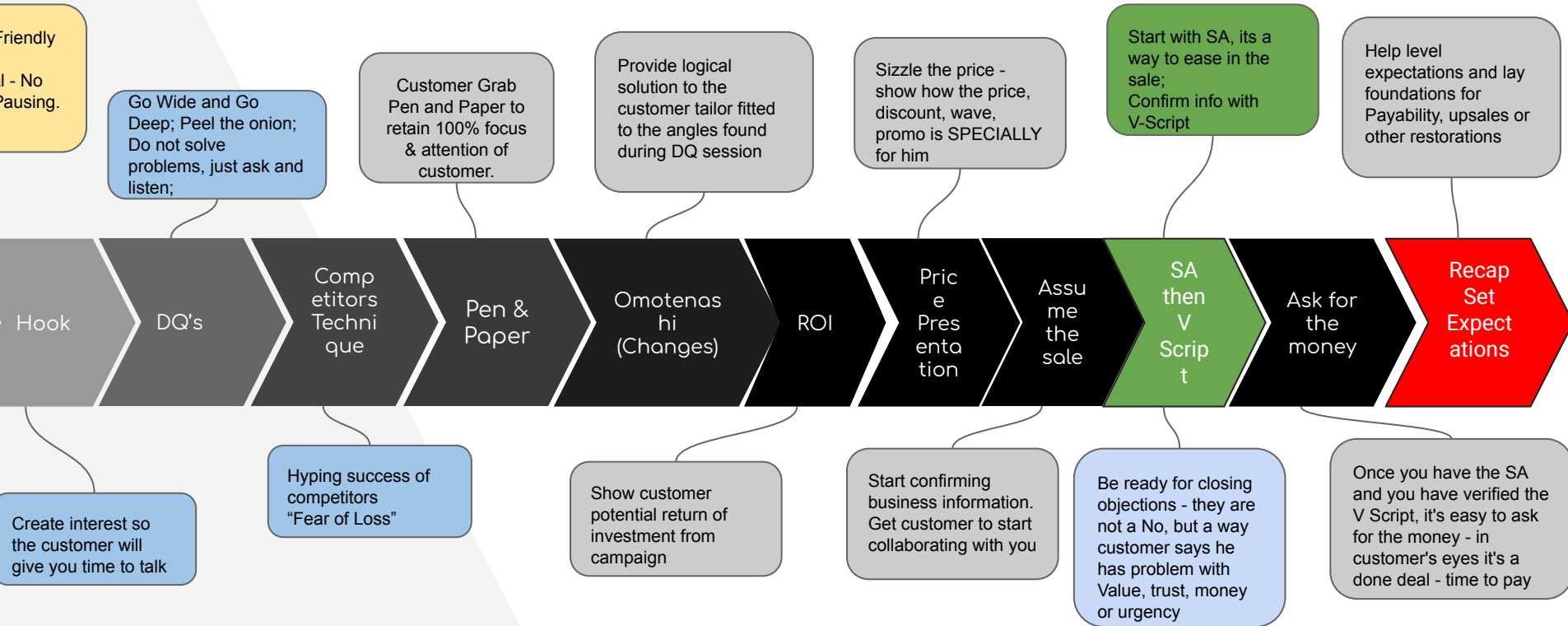


# Winback Sales Call Flow

Call Flow 2021

# Call Flow Process



# CALL FLOW

## Intro & Self Hype

### Goal:

- Keep the customer on the line
- First impression is critical - you only have 27 seconds to make a good first impression, according to new research and make the customer stay with you on the line

### Proper Execution:

- Be Prepared !! (Don't sound surprised talking to the customer)
- Always smile - customers can hear a smile over the phone
- Must Greet and Open the Call in an upbeat, friendly, professional tone.
- Tailor Fit chit-chat based on time of the year (Happy new years, Happy thanksgiving, how did you spend your weekend etc)
- Introduce Name and Company - Build Credibility with the customer
- Demonstrate Professionalism - No Umms, No Ahhs, No Pausing.
- Be prepared to handle Initial Objections - Must attempt to overcome 2 Objections per call as minimum if opportunity allows it. - Keep the customer on the phone!!

# CALL FLOW



## Hook

### HOOK

A hook is a short phrase that catches the attention of the customer. It is important for the rep to present to the customer the WIIFM of this call. A strong delivery of hook is essential for the customer to keep his interest in talking to the rep.

- ★ *Reason for the Call*
- ★ *WIIFM - What's In It For Me - (Customers' Perspective)*
- ★ *Short Phrase that catches the attention of the customer.*

### TRANSITION STATEMENT TO DISCOVERY QUESTIONS

- ★ *Provide at least 1 Self-Hype to build on credibility and*
- ★ *Provide a sound Transition Statement to Competitors Technique*

*Mr. Customer, the reason why I am calling you today is because its this time of the year when everyone starts preparing for the increase in business they receive from people who will spend that tax money on projects they have left pending or new ones they will start.*

*But before we go any further I want to ask you a few questions first: - TRANSITION STATEMENT*

# CALL FLOW

## Discovery Questions

### DISCOVERY QUESTIONS

- ★ To make them feel comfortable
- ★ To create a relationship
- ★ To drill down, find pains and how to solve these
- ★ To uncover “Needs”, “Wants”, “Pain points”, of the customer that you will use later and angles to present changes and build value, trust, ROI
- ★ Know their personality and what motivates them

Start with a quick set of Discovery questions about their business and the current situation it is in. Follow by a set of Discovery Questions would let the customer talk about previous experience (may it be negative or positive). The idea is to let them express their previous concern/s that led to cancellation. These questions will also open unnoticed yet unresolved issues that may indirectly cause the cancellation.

Discovery Questions are necessary for the rep for him/her to position him/herself properly, which would target concerns in an individualized approach.

**DO NOT PITCH UNTIL YOU DISCOVERED AT LEAST 2 PAINS/ANGLES**

*Avoid asking questions that starts with Do, Are, You, and Can. These questions would tend to lead to a yes or no answer and might cause you to encounter a dead end.*

*Self Realization - finding the need of the customer*

# CALL FLOW

## Discovery Questions

*But before we go any further I want to ask you a few questions first:*

**Business situation DQs:**

*How is business nowadays?*

*How many jobs did you do last month?*

*How far ahead are you booked?*

*How many jobs are you doing weekly now? Can you take more? What's stopping you from getting these extra X jobs a week?*

*etc*

**Past Experience DQs:**

*What is the reason you signed up with us to begin with?*

*What were your expectations? How many calls did you expect a month?*

*How many call were you getting before 411Locals?*

*Why did you decide to part away?*

*How many calls do you want to get, for you to make sense to keep the service?*

*Tell me more....etc*

# CALL FLOW

## Competitors Technique

### Competitors Technique

- ★ People are greedy. They want what the other person has. It just is the way people are.
- ★ Business owners know they are not worse than their competitors, if anything they are better than the other companies

### So, How do you use this in Sales?

- ★ Show others using and having success with what you're selling.
- ★ Show proof that others are doing it and he is running behind if he does not

*Let me ask you (customer name)*

*Do you know \_ABC Company?*

*How about BCD Company are they familiar to you?*

*You see (customer name ) these companies are the ones getting the big cheques out of these ALREADY INTERESTED customers and you are not getting any slice of that pie! Would you consider they are doing a better job than you are?*

# CALL FLOW

## Pen & Paper


A technique where we ask the customer to grab a pen and paper to write down important information to get 100% focus and attention as well as to establish or gain back control of the call.

The goal is to have the customer's undivided attention and control the call by the directing the customer to get a Pen and Paper. It allows the Features, Benefits and Upgrades you are offering real. Use it from this point until assume the sale.

- ★ Make sure you slow down the words you want them to write down
- ★ Every now and then, check what they have on their paper

*“Do me a favour and grab a pen and paper real quick, I will give you some important information.*

*Did you get it?”*

 Anywhere in your script that you see this icon, means asking customer to take down the information that is highlighted in **bold**



# CALL FLOW

## Omotenashi

There are two types of needs: stated and unstated. As a winback rep, it is necessary to make sure that all needs will be addressed proactively.

Every customer has a different concern and resolution should be highly individualized. This is where you put in action the Pain points that you discovered during the discovery session and use them as angles to show you can solve the problems they had.

- ★ TIE THE SOLUTIONS WITH THE PAINS
- ★ DO NOT FLAT PITCH THE SAME THING TO EVERYONE.

### **Required Behaviors/Skills:**

- ★ Extensive Account Research
- ★ Active Listening
- ★ Problem Solving
- ★ Positioning angles per customer

# CALL FLOW

Omotenashi

## ACCOUNT RESEARCH

- ★ *Factors to look for:*
  - *Services given to the account owner*
  - *City Population*
  - *Age of the Account*
  - *Notatations - History - Tickets*
- ★ *Classifications*
  - *Customer Experience*
  - *Technical Issues*
- ★ *Specials they may qualify for*
  - *Easy Start*
  - *Previous MRC Honored*
  - *30/70 Discount*
  - *Population Under 40K*

*What Changes are we making since last experience*  
*Identify each Issue raised and present solution*

# CALL FLOW

ROI

## ROI

Giving the price is always scary, because you are thinking what if he says “No”, or just hangs up. Use ROI to ease your way into presenting the price.

### *Tips:*

*If customer say the prices varies per job ask them for the average or his money making service, because that is what you wanna focus on*

*Agent: “How much do you make off of an average job? “*

*Answer: \$300*

*Agent: “Okay. Now, if there are 200 searches for a plumber in your area (monthly) and I put you in front of those 200 people. Say, 5% or 10 people called you, how many do you think you could close?”*

*Answer: 5 (hypothetical) (monthly)*

*Agent: “Okay, so let's do the math real quick here. 5 customers times \$300. That makes \$1500 from the jobs I sent you and all you'll have to take care of is \$199.99 a month. That should cover for more than the monthly cost of this service and, in addition, it gives you a constant flow of new customers calling you every time they need something done. Now that's a great return on investment, right!?”*

# CALL FLOW

## Price Presentation

### PRICE PRESENTATION

- ★ *Provide appropriate customer offer based on account research and lead stage.*
- ★ *Must sizzle the price, or ensure he understands that this is a tailor fitted offer to the business owner. This makes them understand that they are getting a good deal and that you spend the time to design the special offer for his situation*
- ★ *Say the reason why the offer is special*

*John, since you have been a loyal customer of 411Locals for years...*

*John, since I want to help you and your business in these tough times...*

*John, since there seems to have been misunderstanding in the expectations from the SEO campaign...*

*John, since I want this to be your first account of many...*

*John, since my goal is to help you grow your business with all the marketing needs you have...*

*... I've got the approval to provide you a special offer for you today*

# CALL FLOW

Assume the sale

Assume the sale

- ★ *Start going through business information, this way customer starts thinking you are already filling the order form. Also will avoid any challenges during the V Script*
- ★ *Give the customer his Account number; Once they have an account number in their head they are a customer*

*John, let me validate is this still the business name you operate under?*

*And is your address still XXXXXX?*

*What are your money making jobs?*

*Is this the business line you want your customers to call you on?*

*The email address for your customers to requests quotes is XX@xxx.xXx?*

*The changes you want on your website are ....., did I miss anything?*

*Your hours of operations, do you take credit cards, languages spoken.....?*

*Let me send you an email where you can reply back with the pictures you want us to add on your video, website etc*

*What is the best cell number right now to send the text message to you, so we are all on the same page for the amount we will deduct today?*

# CALL FLOW

## Service Agreement then V-Script

- ★ *Send the service agreement first. This ease your way 1 step closer to the deal*
- ★ *Read the V-Script. You get the customer to start saying Yes to you. So once you ask for the payment it will be easier to get another Yes*

### **Service Agreement**

*John, let me send you a confirmation message here with what we talked about. I'll need you to reply "I agree", so that finances can apply the special I gave you*

SA & V Script

### **Verification Script**

*John, let me just verify if I got all the information here correct - go to V Script*

# CALL FLOW

Ask for \$\$

The practice of trying to sell something by acting as though the person that you are trying to sell it to has already decided to buy it:

*I've got all the information that I need for your listing.*

*And did you want to use the card on file for this? I got a Visa ending at...*

*Remember SEO is a write off, so which credit card gives you the most points? I use Amex*

*How would you like to secure the \$X.XX restoration fee? Is it a VISA or Mastercard?*

*You can read me off the card numbers when you're ready.*

*And what's the 3-digit security number at the back of the card?*

*And what's the expiration date on the card?" (Note: AMEX has 4 digits on the front.)*

*By the way, what's the billing address on your Credit Card?*

# CALL FLOW

**CLOSE**

ASK FOR THE  
MONEY !!

## OVERCOME OBJECTION

Rehash the benefits - Make the customer feel all the things you have done. Make the customer feel that you have done so much and in return they have to do so little.

*Just to recap (customer name)*

*What I have done for you today is*

*I have --- restarted your google listing*

*I have --- started the process to restart your website and upgrade it at the same time.*

*I have --- added your business to over 150+ online business directories such as x, y, z.*

*I have --- started the set up for your call tracker which will also give you a detailed report.*

## ASK FOR THE MONEY

- ★ *What is the best credit card to use today, the one we have on file or do you have shiny new one?*
- ★ *I can see there is a card on file ending in ### is this the best card to use today?*
- ★ *Could you please confirm the expiry date on that card that you will use today.*

## OVERCOME OBJECTION

*Use L.A.R.M to overcome objection - for M - Use an assumptive or alternate close*



# CALL FLOW

## Do the Dance

### Do the Dance

When getting the objections do the dance - go back to the presentation. Depending on the objection address it and then ask for the money again. If objection is

- ★ **Value** (No Need, Didn't work etc) - resell the value by showing the benefits of 1st page placement, Hype the product, Angles from Solution, Competitors technique; All improvements you'll do on the account;
- ★ **Trust (I don't want to work with you any more; Let me talk to partner)** - Hype the company, hype yourself; hype all the changes you found and can do to improve experience and results; take them to see our credentials; walk customer through success stories; use storytelling
- ★ **Finances** - use ROI and IF techniques
- ★ **Urgency** - use take away techniques; competitor techniques; use storytelling; call to action

# CALL FLOW

Keep the back  
door open

## **Keep the back door open**

A lot of our deals come from multicall close. So don't push too hard and slam that door for yourself and your teammates.

*OK, I understand that we are not going to agree on a positive solution for your problems today. Would you like me to send you a report on your online position versus your competitors? Which email can I send that to?*

*Great, the report will be out within the hour. The report is quite comprehensive, would you like me to go over the report for you and explain the details?*

*From what we spoke about today, what makes most sense to you?*

*Are you available tomorrow at 11:15 am your time?*

*Which is the direct phone number to reach you?*