

## Sales Technique - Pen and Paper

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**Department:** All 411BPO Departments - Cebu Office

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**Available Material:**

- [Updated LMS Gamification I Test - 12/18/18](#)

**A. Lesson 1: What is the Pen and Paper Technique?**

1. This sales technique is asking the customer to grab a pen and paper while you have them on the phone. This is to make sure that they will give you their 100% focus and attention by writing down all of the important information you will give them, while gaining back control.

**B. Lesson 2: Why use the Pen and Paper Technique?**

1. Attention - You get the customer's 100% attention.
2. Memory - You let the customer understand and remember all the important information that you gave them.
3. Control - You will be the one in control of the conversation.
4. Tangible - when they hang up, 30 min later the prospect will forget about the call, this serves as a reminder of what you gave them.

**C. Lesson 3: When do you use this technique?**

1. Every phone call.
2. As early as the first part of the call/beginning of the script and should be used all throughout the call.
  - a) Scripts -
    - (1) [OMC Script -with Pen and paper Technique #1](#)
    - (2) [Winback Script](#)

**D. Lesson 4: How to use the Pen and Paper Technique?**

1. Rate of speech: Slow down when you provide the information that the customer needs to write down.
  - a) Two-second rule: Pause for two seconds before giving the next information.
2. When to ask the customer to repeat the information?
  - a) After the first time you ask the customer to write down the information
  - b) Do a temperature check based on your script
3. Ask the customer to write down the benefits

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- a) First page on Google - 7,000 people checking everyday
- b) Michael Blitz - one of the competitors
- c) 5 jobs - \$800 each

### E. Lesson 5: Verbiages for the Pen and Paper Technique.

Here are the examples of Pen and Paper Technique verbiages:

1. *"Grab a pen and paper I need to give you some important information".*
2. *"I need you to grab a pen and paper to write down my name, company info, and phone number."*
3. *"Can you grab a pen and paper? I need to give you some important information."*
4. *Please write down my name and phone number. My name is \_\_\_\_\_.*
  - Make sure to spell out your name. Example: S-I-L-V-I-Y-A
  - Pause for 2 seconds and wait for customer's confirmation -

*and our phone number is 866-391-0622.*

- Pause for 2 seconds and wait for customer's confirmation -

*My extension is \_\_\_\_\_."*

- Pause for 2 seconds and wait for customer's confirmation -

*"Write down what we are gonna do."*

- *First page of Google placement.*
  - Pause for 2 seconds and wait for customer's confirmation -
- *A fully-optimized, income-generating website.*
  - Pause for 2 seconds and wait for customer's confirmation -
- *A 30-second mini-commercial video.*
  - Pause for 2 seconds and wait for customer's confirmation -
- *And list your business in over 50 online directories.*
  - Pause for 2 seconds and wait for customer's confirmation -

Here's the link being implemented in a script:

Note: Use all throughout the script indicated by the Pen (✍) icon.

[OMC Script -with Pen and paper Technique #1](#)

[Winback Script](#)

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### 5. ROI Services Version

*Please grab a pen and paper for me. I need to give you some important information.*

*To make sure that we are on the same page, I'm giving you the following:*

*Listing worth \$300. Please write Listing for \$300.*

- Pause for 2 seconds and wait for customer's confirmation -

*Website worth \$800. Please write down Website for \$800.*

- Pause for 2 seconds and wait for customer's confirmation -

*Video worth \$100. Please write down Video for \$100.*

- Pause for 2 seconds and wait for customer's confirmation -

*50 Online Directories worth \$100. Please write down Online Directories for \$100.*

- Pause for 2 seconds and wait for customer's confirmation -

*Now let's draw the line: I'm giving you products worth of \$1300. Write down Products worth of \$1300.*

- Pause for 2 seconds and wait for customer's confirmation -

*Most companies will charge you \$500 set-up and \$400 to \$1000 a month. Please write down Other Companies Set-up is \$500 and \$400 to \$1000 every month.*

- Pause for 2 seconds and wait for customer's confirmation -

*With our program, it is only \$49.99 setup and \$149.99 month to month, without a contract. Please write down \$49.99 setup and \$149.99 month to month. And this is very important, write down Without a Contract.*

- Pause for 2 seconds and wait for customer's confirmation -

*Now that's a good deal, right?!*

## Sales Technique - Pen and Paper

- F. Lesson 6: [Training Presentation](#)
  - G. Lesson 7: Sample Calls
    - 1. [Pen and Paper 1](#)
  - H. Lesson 8: Training Video [Pen and Paper Toni \(Version 5\)](#)
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