



Call Control

Sales Technique

What is Call Control?

Controlling the call is steering the conversation along the call flow pathway towards the desired goal of closing the deal.

Progression from one step to another in the call.

Controlling the call is needed to be able to steer the call towards the desired goal of closing the deal.

What is Call Control?

Keep control until you take the customer to a happier place, which is:

- away from problems or objections
- into the bright future of getting services from 411 Locals

If you give control to someone else, they will use their own agenda to get to the goal they have in mind.

Why use **Call Control**?

1. Call control puts you in the driver seat.
2. If you can control the conversation you can lead the call to a close.

When do you use this technique?

1. Every phone call.
2. When the customer is leading you to another conversation.
3. When the call gets off track.

Why use Call Control?

1. Ask questions (should be relevant to the next step), transition statements, go back to the pitch.
2. This is like a Tennis Game:
 - Imagine you are playing tennis, and your partner decides they want to take the ball and play a different game, or play on the next court. You are no longer playing the game you know, the game you prepared for.
3. Do not just blindly answer everything

Why use **Call Control**?

4. Initiate new topics: Start something new.
5. Manage the process: Control how to control what.
6. Never stop talking without asking a question if you want to keep control.

Why use Call Control?

7. Regaining control:

- To regain control, use a pause between the prospect's statements and interject a closed ended question. When the customer replies, immediately start talking. Control is yours.
- Bring talkative customers back to business, do not let them hijack the conversation. Interrupt politely if the conversation is straying.

Sample Calls:

[Call Recording Scenario 1](#)

[Call Recording Scenario 2](#)

[Call Recording Scenario 3](#)

Video Presentation





Questions?