**在销售经理和板块负责人的指导下尝试Call back, 积累Positives**

**参考如下**

**Call back**

**※ Reiterate※**

**—Good morning, Mr.\_\_\_\_\_\_\_, This is \_\_\_\_\_\_\_\_\_\_ calling from the CDMC, Shanghai, China. We spoke yesterday. How are you doing? It’s regarding** t**he Asia Cosmetics Innovation Summit 2012. which will be held from May 17-18th  this year in Shanghai. Further to our nice conversation, I sent you the detailed information by email. Have you seriously reviewed the program?**

**—Do you think you can make the final decision within these two days, as I mentioned the seats are running out and I can just hold seats for 48 hours?**

**※ Probing※**

**—Do you have any innovative idea to this event?**

**—How do you think your organization will get involved in this Convention?**

—Do you think you will have time to travel in China during that period?

**※ Objection Handling※**

**—Is that issue the only barrier stopping you coming to Vietnam?**

—Putting that issue aside, I take it you liked the program?

**——Interest——relevant / interest issue**

—Not relevant, that’s really surprises me.

**—A number of your peers are sending teams of departmental heads to the event. This event has attracted nearly all of your peers, not only for the relevance of the topics but also to get the chance to meet with hundreds of qualified senior executives from your target market in one place at one time and for a one-off investment. I really feel it’s an event you should attend, don’t you?**

**——Time——schedule / TBA issue**

—If you can’t attend, will you send you colleague to attend instead of you?

**—I just spoke to XXX from company XXX, He’s rearranging his schedule to look at this, why can’t you?**

—I understand how you feel, a lot of your peers feel exactly the same way, but what they found was a good solution was to send their deputy to represent the company.

**—Please forward my invitation to your colleges or your friends from your opinion who you think will be interested, when you forward my invitation, please copy to me. So I’ll get in touch with them directly, if I didn’t receive any information from you, I will give you a call to check out what happened.**

**——Money——cost / budget issue**

—Let’s be transparent with each other.

**—If you can send back your registration form by today, I will try efforts to apply a 10% discount for your organization only.**

**—What budget do you left?**

**——Decision issue:**

—May I know who will give you the authorization? If you don’t mind, I’d like to have a conversation with John. How long will it take? I am afraid, by then the seats will be running out.

**—When do you think you can give a final confirmation? Another 3 companies are asking for seats, you should be quick. Otherwise, I can’t promise anything for your participation. Shall I book you on?**

**——Quality issue:**

**—I’m surprised that I’ve had such a positive response from your peers and not from (company name). You are the decision maker, aren’t you?**

—If you were to go to one event this year, you should be at this one. I can say confidently that if you come to this event, you will want to come back again next year, because you will see first-hand how we operate and you’ll be very impressed, not only with the speaker line-up, but also with the quality of delegate we assemble.

**——Attendee list:**

**And here are some of the companies that we have already confirmed:**

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| **Call back 时的流程与注意事项** | | | | | | | |
| 一， 是否已经收到邮件。 二， 是否已经阅读会议详细资料。（如果没有，让他今天最好看一下，明天再打过来。） 三， 看完之后是否有兴趣或者感兴趣的点。 四， First pitch 时没有机会说完的内容补充再说明下。 五， 确认会议举办时间和地点。问对方到时候是否有空。 六， 讲价格和package。强调VIP的benefits 。问如果可能会参会的话，偏向哪种package。 七， 关于参会，如果可能参会的话，问是他自己来还是谁来。 八， 谁做最后参会决定，要他自己手机号和最终确定参会的人手机号。 九， 大概最后什么时候有最终结果。 十， 如果他感兴趣，但是因为某种原因最后他自己不能过来，建议他派送其他的同事过来。 | | | | | | | |
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| 十一， 参会的钱从哪个部门出，谁签字批准 | | | | |  |  |  |
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