

Social Media Management Telemarketing – Overview

The goal of a telemarketing script is to convey messages over the telephone. When someone receives a sales letter or literature, they can read it over and over and focus in on certain portions of the material. With telemarketing, however, we have one chance to make an impression and we have to work quickly. People aren't listening to every single word that's said. They're listening to phrases.

A telemarketing script needs to use verbiage that's as short and concise as possible, and the message needs to be communicated clearly and in a manner that's easily understood by the prospect. The goal is not just for the prospect to hear the message that's being communicated, but in their mind they need to process that message and come to the conclusion that they need what you're selling. Often, success depends on the telemarketer's ability to create tangible ideas in the prospect's mind.

A good script - a well-thought-out presentation that says what you want to say, precisely and succinctly, yet still gives you room to maneuver - is one of the keys to a successful telephone pitch. This is about communication and about being prepared. In writing your script, you are crafting a message and focusing your message to your prospect. Your goal with your script is for your prospect to hear you and for your prospect to get "hooked."

So, what makes a good script? Write your script the way you talk—and get to the point! Written language and spoken language are very different. If your script is in written language, you will sound phony. Real people do not speak with capital letters at the start of sentences and periods at the end. People actually speak more in phrases or fragments, with pauses, sometimes. It is imperative that you sound real, so if improper grammar and the occasional "ah" or "um" is giving you a tough time, try talking into a tape recorder, then playing it back and writing down what you say.

All scripting begins with your opening statement. An opening statement needs an introduction, a hook (what's in it for client) and a bridge to your questions or your close. Without these it's impotent. Make sure that the benefits you offer are a) really benefits and b) relevant to the person you are speaking to and not just you! My top tip would be to imagine yourself in your client's shoes and then ask, "What will this call potentially do for my business and why should I care?"

Start by asking for your prospect by name. Then, greet your prospect by name. Next, introduce yourself. "My name is (your name goes here), my company is "(your company here)" or "My name is (your name goes here), I'm with "(your company here)".

Then, you want a sound bite to further introduce yourself. A sound bite is one sentence that expresses simply and succinctly what you do (or what is your product or service). Example: "Wendy Weiss teaches people to get what they want over the telephone."

Your sound bite, or the following line, should position you as the expert—someone (company, product or service) who stands out from the pack. If you do this well, you will preempt the objection: "I can't meet with every salesperson who calls." You will not be "every salesperson who calls." To do this, you cannot say the same things that everyone else is saying—so be creative!

Next is the heart of the script. Describe your product or service, pointing out relevant benefits. Remember—your prospects are interested in benefits. Remember also, your prospects will buy for their reasons, not yours. That is why it is important to do your research and have a sense of what your prospect may need and may be interested in.

Interest-creating comment (a.k.a. "The Hook"). In less than 15 seconds (one or two sentences), you need to capture your prospect's attention. This is probably the most important line of the script, because it plays a major role in determining if a prospect will stay on the phone with you or hang up. For example, "I'm calling to tell you about how companies such as yours have successfully saved up to \$200 per month simply by using our service. Would you have any interest in how much money we could save you?"

Dealing with Direct Questions

"How much is it?" "How long have you been in business?" "Where are you located?"

You need to answer questions like these without being evasive. For example if someone asks you how much is your service? Don't say, "It depends on what you need." Instead, an answer such as this is more effective, "Most of our clients are retail businesses that have \$50 average tickets; however, depending on what you need, it could vary by a few percentage points." Or you might say, "We're extremely competitive. I could show you what we've done for similar

companies such as yours and give you a cost analysis based upon their business; however, we really need to meet so we can evaluate your needs and quote a realistic price." An effective response to existing merchants could be "I can review your current social media strategy and determine whether you are paying more than you should be.

After you have introduced yourself, presented all of your features & benefits, overcome any objections, it time to ask for what you want! All your hard work is worth nothing if you do not ask for what you want. Do not expect that your prospect will know what you want, or guess

what you want, or offer what you want, It is your job to ask for the sale, appointment, or warm transfer clearly and precisely.

Script Formula

The Script Formula is as follows:

- Ask for the prospect by name.
- Say hello. "Hi! Ms. Prospect" or "Hi, Jane."
- Identify yourself and your company. "My name is _____. My company is _____." • Say what you do (sound bite).
 - Position yourself as the expert. Use phrases like "We specialize in _____" or "Our reputation is _____" or "We are known for _____" You can also do some name-dropping of credentials here
 - Articulate benefits. Success stories are a terrific way to point out benefits.
 - Ask for what you want—an introductory meeting. "I would like to meet with you _____" "I would like to introduce myself, my company, my product _____" "I need 10 minutes of your time." "Is this Thursday good, or would next Thursday be better?"
- Keep asking for what you want!

Opening Statements

Hi, Mr. / Ms. Merchant (state his or her name). I'm sure you are busy, so I'll be brief. I am with "____" and the reason for my call is this: We'd like to help you increase your sales and repeat customers and add credibility to your online reputation.

Good afternoon/morning, this is _____. Am I speaking with the owner? (If yes), I am with "____" and we help businesses increase profits by growing customer relationships and engagement. I am calling you to see if you currently have a social media strategy in place that is driving new and repeat business?

This is _____ from “_____” and I am following up on information we sent to you about saving your time and money while increasing your sales and online reputation by implementing a social media strategy. We sent the information to (contact). Is he/she the best person to talk to about increasing your sales digital engagement?

Hello, this is _____ from “_____” to provide you with a full social media solution. We are a social media and online reputation solutions provider and we assist businesses like yours to increase customer engagement and grow sales. Do you plan on engaging in a social media strategy to connect and engage with new and existing customers, or would you be interested in receiving a demo?

Qualifying Questions

Are you currently open for business?

Do you currently have a social media strategy?

Would you be interested in increasing repeat business and improving customer relationships?

Have you spoken with anyone about implementing a social media strategy?

Benefits of Choosing Us for Their Social Strategy

- Peace of mind knowing that the social media and reputation management platform is the most robust and dynamic platform available today
- The powerful posting technology allows for quick real-time and scheduled posting from reputable and relevant websites as well as custom content
 - Saves you time and hassle with minimal work
 - Creates opportunities to collect customer data at no extra cost
- Opens up the opportunity to create new, engaging content and revenue streams from built-in tools such as deal and sweepstake creation to a social shopping cart and more!

Closing Statements

Would you give us an opportunity to earn your business?

I believe that we can increase your sales, improve your customer relationships and grow your online engagement and reputation with minimal work on your end. Would you be interested in a demo to show you how easy it is to implement and run?

Would you be interested in a free month to show you how easy the social media platform is to run and provide better communication with your customers?

I am confident that we can assist you with your business needs. With your permission, I'd like to get you signed up and set-up today.

If we could help you increase your sales, improve your customer relationships and grow your online presence, are there any reasons that we shouldn't move forward?

Overcoming Objections

What are your rates?

Our solutions are individually tailored to specific merchant types of all sizes, and are not one size fits all.

We have expert assistance to implement the services or products you choose.

No, we are not ready for that. We are too new.

What is your time schedule for opening your business?

You would like to increase your competitive edge in your market, wouldn't you?

Attracting more clients to serve when your doors open makes sense, doesn't it?

Engaging your customers online as much as possible is important to the growth of your business, isn't it?

It makes sense to be able to entice any and all customers to come in to your business instead of hoping that they'll come back, wouldn't you agree?