

Outbound Calling – Making it Effective

Outbound scripts are a little more complex than inbound because it depends on who you are calling and the reason you are calling. However, despite these complexities here are the top considerations to ensure your effectiveness when making outbound calls.

1. Know the reason why you are calling the client or prospect. This may sound like common sense however, you need to know what the objective of your call is, and it shouldn't be to satisfy your boss that you would make 10 cold calls. What do you want your customer to do by the end of the call?
2. Research your client or prospect and know who you are talking to before you call them. Google is your friend!
3. Within the first 15-20 seconds clearly, cheerfully and concisely introduce yourself, your company and the reason for your call.
4. Speak moderately; remember 150-180 words a minute is ideal.
5. Check with your client if you have caught them at a convenient time, if not ask them when would be suitable. To obtain a positive answer it can help to give them a choice of two times. For example, "Oh, I understand that you are busy is it better that I call back this afternoon or 10am tomorrow morning?"
6. Actively listen to your clients, don't sit there thinking of what you are going to say next. If you are well prepared you will have a guide to prompt you with the appropriate response. Listen well so you understand exactly what they are saying. It is all about them.
7. Make a list of frequent objections that you receive when you are outbound calling and how to effectively counter them. Restate their objection and offer the required solution.
8. Use open questions to find the information you need not closed ones. For example, how do you cope using the telephone and the computer so often without a headset? This is better than - do you use telephone headsets? Often the more you understand about your client to better you will be able to help them.
9. Make sure you are set-up correctly and comfortably, this may mean the use of a laptop and wireless headset; or a room with a view a pen, paper, telephone and enough room to walk around. Use whatever tools make you relaxed, happy and comfortable.
10. Whenever possible, make outbound calls when you are feeling good – your tone of voice often sets the scene for the call.
11. Manners go a long way. Always be polite and thank people for their time or responses.