

Initial Sales Calls

Optimise each conversation for success

emple



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The ideal sales conversations are natural and easy. They don't feel 'contrived' because they are based on our client's needs. They flow as a conversation would, but we also never forget to ask all of the important questions and we allow time for our clients to share their ideas. They also help us to even predict what our client might mention, guiding us with best practice answers.

So how do we achieve that? With conversation frameworks.

What are conversation frameworks?

A conversation framework is a systemised yet fluid approach that provides a structure to our sales conversations.

Think of the framework as a shopping list. Questions are grouped together into 'aisles' to cover all of our key elements. This removes a lot of the pressure from the sales person, helps with consistency and flow and then also prompts them to cover all of the bases, while seamlessly personalising the conversation.

First Contact Framework

Intro & Add Value	Provide connection and value
Quick qualify	Check there is enough need and they are the right person
Agree on Next Step	Book them into discovery

Second Contact Framework

Intro & Source	Get to know each other, find out why they are talking to you
Needs Discovery	Identify their pain, goals and opportunities - listen!
Qualify	See if they are a good-fit client (Ideal Client Profile or ICP)
Process Overview	Explain 'how' you work and meet their decision criteria
Agree on Next Step	Book the next step, involving the decision-maker.

Building Conversation Frameworks



To build our conversation frameworks, we use the FAT approach. This stands for

F RAME

A SK

T ELL

This structure allows us to FRAME the reason for our question, ASK our question and then share a key TELL that provides information on our offering and aligns our solution to our clients' needs.

Over time we get good at 'bridging' between the different questions so that we can easily tick off each FAT. Framing statements are invaluable for bridging, helping the conversation flow more naturally, rather than just a series of questions asked one after the other.

How do we measure success?

Conversion to the next step is the best proof of the sales' conversations effectiveness.

These conversations should convert everybody who is a fit for our qualification criteria. If they are not a fit, the conversation should divert them to the right solution. Either way, we're happy and so are they.

We know the sales conversation went well when the buyer is eager to book the next step and willing to bring their decision-maker along. They often are relieved and appreciative. They are seeing this as an opportunity to rise a level in their overall business by utilising our services.

As well as conversion, the conversations prepare the ground for success at the presentation stage and as such, it is worth all the care and effort required to hone it to perfection.