



Working

Quietly **Working**

Sales Call Manual

**Your Guide To Generating Revenue
Through Setting Appointments**

The background is a dark, textured surface with various geometric shapes like cubes and spheres. A large, glowing yellow and orange 'W' is on the left side, partially obscured by the word 'Working'. The word 'Working' is in a large, 3D, metallic font. The word 'Welcome' is in a white, sans-serif font, centered in the upper half of the page.

Welcome

If you are reading this manual, believe us, you have been hand-selected by the officers of *Quietly Working*. Welcome to the *Quietly Working* sales team. Your efforts will assist us in growing *Quietly Working* into an even greater success while helping you realize your own personal goals. Though *Quietly Working* was designed to assist other entrepreneurs, the success of *Quietly Working* is not dependent upon it. Helping other entrepreneurs is a choice that we have made. We are offering you the opportunity to make calls to set sales appointments for *Quietly Working* in return for a commission. It is our hope that the monetary compensation of the commission, as well as the experience that you are gaining, will help you reach your goals. Keep in mind, any productive sales contractor who moves on to a successful business-owner will have a strong ally in *Quietly Working*.

The partnership between *Quietly Working* and its sales contractors is designed to be mutually beneficial for both of us. It is important to realize that though we cannot make the calls and set the appointments for you, there is no point in your sales efforts that you are alone. We have taken extreme care in doing all that we can to provide each of our sales contractors with the necessary tools to get appointments set. Always remember that if you need some help getting started, or need clarification on anything you run into during your sales efforts, we are just a phone call or email away.

One of the questions you will be asked most often during your sales efforts is "Who Is *Quietly Working*?" If you can recite off-the-cuff the information on the next page, you will be much better off in your sales efforts...



Who is *Quietly* Working?

Quietly Working, based out of Huntington Beach, California is a premiere multimedia and promotional design firm, specializing in high-end three-dimensional design. *Quietly* Working provides the latest in three-dimensional design for print, multimedia, the web, and product presentation technologies, varying from product package design to television and film production. Through long-standing partnerships with an extensive support network, *Quietly* Working is able to cost-effectively provide the highest quality designs.

Quietly Working is the brainchild of its CEO, Timothy J. Heaslet II, a multimedia and promotional designer with well over a decade of experience and industry insight. *Quietly* Working was designed to be its customers' silent business partner. CEO Heaslet spent over a year working out the details of this business design and then partnered with finance and business manager William L. Savastano, who currently serves as the corporation's CFO, to bring *Quietly* Working on line in October of 2000. Within its first month of operation, *Quietly* Working experienced immediate success. CEO Heaslet credits this early success to *Quietly* Working's philosophy of not just being a vendor to its customers, but in fact being its customers' business partner.

Today, *Quietly* Working is operating completely in the black and supporting a number of local business partners using the latest in technology from around the globe. Currently, *Quietly* Working is providing high-end 3D web site design, including 3D product presentation for the web and streaming video technology, total marketing strategy implementation, including product package design, corporate design training, an array of 2D and 3D print design, as well as quality system management. *Quietly* Working currently sponsors a number of Southern California business and community activities ranging from supporting a local business newsletter to supporting a number of local charities through the *Quietly* Working Foundation.

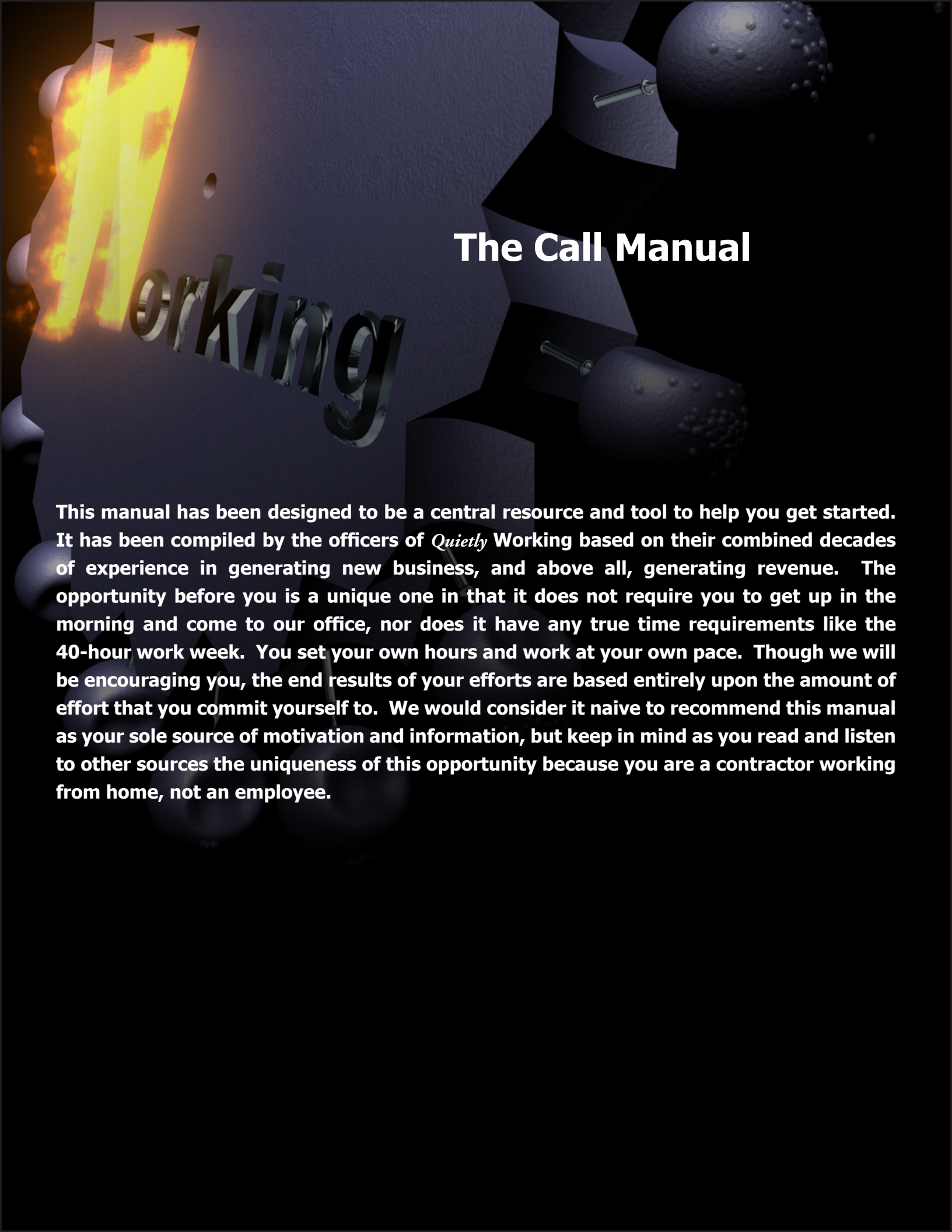
CEO Timothy J. Heaslet II can be reached at tim@quietlyworking.net

CFO William L. Savastano can be reached at william@quietlyworking.net

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What Is Your Goal?

The very first thing you need to do before beginning your sales efforts for *Quietly Working* is to understand the reason why you are about to undertake your efforts. Our business was designed in a way so that we could help other entrepreneurs get their own businesses started. Before you pick up the phone, be sure you know why you are doing what you are doing, and above all, what you hope to accomplish. Regardless of whether you are looking to get out of a dead-end job, or just looking to make some extra money, if you do not have a clear understanding of what your goals are, being successful in your sales efforts will be very difficult. So, before you begin, take the time you need to clearly understand the goals you are attempting to reach by conducting sales efforts for *Quietly Working* and for the future of your own business and life.

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The Call Manual

This manual has been designed to be a central resource and tool to help you get started. It has been compiled by the officers of *Quietly Working* based on their combined decades of experience in generating new business, and above all, generating revenue. The opportunity before you is a unique one in that it does not require you to get up in the morning and come to our office, nor does it have any true time requirements like the 40-hour work week. You set your own hours and work at your own pace. Though we will be encouraging you, the end results of your efforts are based entirely upon the amount of effort that you commit yourself to. We would consider it naive to recommend this manual as your sole source of motivation and information, but keep in mind as you read and listen to other sources the uniqueness of this opportunity because you are a contractor working from home, not an employee.



Before You Pick Up The Phone

The first thing you generally think about when you begin sales efforts is making phone calls. Whether you are looking forward to them, or dreading them, it is very important to realize that though the phone call itself is how you are going to measure your performance and put money in your pocket, there is so much more to sales efforts than the phone call itself. The following are extremely important things to do and keep in mind Before You Pick Up The Phone.

Here is a rough estimate of how you should be dividing your time:

45% should be spent mining and researching leads and calling those leads.

20% should be spent developing phone presentation skills.

20% should be spent continually learning and knowing our products and services.

15% should be spent in personal and professional development.

All sales efforts for *Quietly Working* are recorded in and undertaken using the *Quietly Working Sales Database*. Get to know how to use the *Quietly Working Sales Database* well. Log on to the system and get to know its layout. The *Quietly Working Sales Database* is one of the most valuable tools in creating new business.

Leads are the life-line of your revenue stream. Whether you are mining them from trade magazines, your own personal address book, or any other source, remember that your leads are potential dollars in your bank account. Try to keep in mind that even the largest corporations are won over through a phone call while remembering that some of your best revenue streams could be small companies as well. Remember to always check new leads you have mined against the *Quietly Working Sales Database* to ensure that they have not been contacted already.

Based upon the sales area or vertical market that we have agreed upon, *Quietly Working* may provide you with some leads. A great deal of time and effort has gone into mining these leads so take the time necessary before picking up the phone to learn as much as you can about the company. Use the internet to research company information. Each lead



should be coveted and treated with the proper respect. Don't just pick up the phone on a whim and call...take the time to ensure your phone call will be strong and worth not only your time, but the potential customer's time. The same goes for leads you have generated yourself. Remember, your compensation is coming from the success of the phone calls you are making, so don't cheat yourself out of compensation with weak phone calls.

Cold calling is the best and most economical way for any company to develop leads on an on going basis.

The telephone is an important instrument that you can use every single day - if you use it successfully and consistently.

Remember that in the business world, the telephone is not an intrusion to your customers, but a tool that they use just as you do. Never be sorry for calling because you are attempting to help your customer by offering *Quietly Working's* services to them. Remember the money that goes into your pocket for generating appointments is coming from the person on the other end of the phone. Never forget to treat them as your own personal customer.

Unless you continue to work each day to improve your ability, the bad habits are going to creep in, with or without your help. Be constantly working and constantly improving. Improving yourself will improve your sales performance. Everyday you should do something to improve yourself and your sales.

To be successful, you must have motivation, strategy, and willpower. You want to be successful and you want to reach your goals, but why do you deserve it if you're not willing to put in the work? Remember, you only deserve the power if you justify it everyday.

Many people are uncertain about their desire for success. They think success is too simple, that there must be a catch somewhere. Illustrate a simple formula, show that success can be achieved in a relatively simple manner, and watch as those people's faces change as fear spreads throughout their bodies. When it comes right down to it, any person can be successful, but many people are unable to commit to success.

Non-action creates self-doubt. No one can teach you this lesson better than yourself. If you give up and don't make any calls on a day that you set aside to make calls, that non-action will cause you to doubt yourself and your abilities. Don't do this to yourself! Don't be naive to the fact that the money is out there. If you don't get it, there is someone out there who will.

Professionals can look at a mundane task with a new outlook every time, and amateurs burn out and eventually lose their enthusiasm. Keep in mind that you are performing in front of new people everyday. A task is only as boring as you let it be. Be a professional, not an amateur.

Keep in mind that you do not need to reinvent the wheel. Don't fight against proven sales tactics, but use them as a foundation to start your own empire.

You must overcome F.U.D.H.: Fear.Uncertainty.Doubt.Habits.

The night before you are going to make phone calls, know and inspect your calling office. Until you build up a good deal of phone experience, you should make your calls from a quiet room where there are little distractions. Turn the computer and other electronics off so that you can concentrate on the call. Remove any unnecessary items from your calling desk. You need to be committed to the cause. Commit to yourself, your family, your company, and your bank accounts. Keep something that reminds you of why you are working for that dollar close to you and be sure to look at it everyday. Much like some people lay out their clothes the night before, ready your office with the tools you will need the next morning. Take it seriously, because what could possibly be more serious than your future?

Remember that calls made earlier in the morning stand the greatest chance of success. *Quietly* Working officers will be the first in line to advocate the "do-what-you-want" lifestyle, but when it comes to the work that grants us that lifestyle, we do what we have to do to ensure we keep our "do-what-you-want" lifestyle through "what-we-have-to-do" dedication. Each minute more you sleep through in the morning could be resulting in missing a potential sale and even a potential long-term relationship.

How you wake up each morning is very important to the rest of your day and how you will conduct your business over the course of that day.

- The first two hours of your day can be the most productive because your mind is usually free of other thoughts.
- Do not listen to the news, the radio, or meaningless music. Instead, you should make it a point to listen to motivational tapes, sales tapes or music that helps to get you enthusiastic about the coming day. *Quietly* Working CFO William L. Savastano created his own personal library of the songs and tidbits of things that he listens to each morning on the way to meet with *Quietly* Working customers.
- Before you pick up the phone, open up this Sales Call Manual and skim through it, no matter how many times you have read it.

- It doesn't have to be fancy, but do some calisthenics before your morning shower.
- Don't read the newspaper. If you read in the morning, read things that relate to your business in the coming day.
- Eat a good first meal. Not necessarily a lot of food, but good food.

Remember to always "warm-up" before you make your sales calls. Don't crawl out of bed and pick up the phone. Get up and put in at least half an hour of activities before you pick up the phone. You don't want to strike out spectacularly on your first few calls. That will set you up for a frustrated day of making calls.

Calls placed before 9:00 a.m. have a greater chance of reaching a decision-maker because many of the most ambitious businesspeople come to work before their secretaries do. Though you never want to shun a lower-tier employee, and in fact, stand a better chance if someone in the lower-tier is pulling for you, the bulk of your time should be spent on the phone with the decision-maker.

Before you get on the phone each morning, remember that *Quietly Working* has a wide range of beneficial services and products to offer its customers and you are being our foot in the door to bring them these services and products.

- Take a mental tour of *Quietly Working* and what we have to offer that day. Service and product knowledge is extremely important...after all, how can you promote something that you cannot properly describe? Use your *Quietly Working* sales materials to learn and know our services and products.
- Be sure that you are aware of any news and/or new services or products that are available.
- Make a visual inspection of yourself. If you feel or look sloppy, that is how you will sound over the phone. It will help to smile when you are talking.
- Generate enthusiasm in yourself and in your conversation!
- Practice the *Quietly Working* Call Script out loud a few times before calling each morning no matter how well you know it.

Start to discriminate about worrying...Worry about the things that you need to, but be sure not to worry about things that are not important or that *might* happen. If you make a call while you are worrying that the call is going to go bad, there really is little that you can do to keep it from becoming a self-fulfilling prophecy.

Visualize yourself succeeding.



When You Make Your Calls

Now, it's time to put your voice where the money is...the phone. That phone in your hand can be an ATM machine that transfers money into your bank accounts everyday. Remember, all you need to do is set an appointment and *Quietly Working* will handle the rest. Suppose that right now, you went out to any major street corner in any major city in the country and stood there with your hand out, looking forlorn. Would someone drop a coin into your palm after a while? Sure. And if you held a cup in your hand, your results would get a little better. Of course, if you then put a sign on your cup that said, "Please Help Me," you'd make more money still. And if you changed your strategy again and used the sign on the cup while ringing a bell, you'd do better than that. Finally, if you rang a bell, held a cup with a sign, and thought up something to say out loud to the most promising people who passed you, you'd continue your climb to the realm of high finance. The above is to say that sales is an asking-game. If you don't ask for an appointment, you will not get an appointment.

Your *Quietly Working* Call Script is very important, but it must not sound like you are reading from a script. Much like an actor, you must practice your script until it is second nature. Remember that each call is opening night and you need to make a great first impression.

Remember that the person on the other end of the phone only has your voice and your words to use to make a decision about not only you, but *Quietly Working* as well. Exert the same professionalism and cool, calm demeanor over the phone that you would if you were standing in their office. Speak slowly and clearly, pronouncing correctly. Use the person's name and simple phrases of courtesy wherever appropriate. Always relay your information to your customer in a way they can clearly understand.

Remember to always overcome rejections and *continue* to sell.

Most companies will create a team spirit of competition and cooperation with their sales efforts. With *Quietly Working*, the only person you are competing with is yourself. If

you don't make calls, you don't generate revenue. Therefore, it is in your best interest to develop ways in which you can motivate yourself more successfully during your first fifteen minutes of calling because that will set your tone for the rest of the day.

When you are making your sales calls, keep a hand-written record of phone calls, divided into separate categories of:

- Total number of calls dialed that day.**
- Calls where you were connected to a decision-maker.**
- Calls that resulted in setting a call back.**
- Calls that resulted in an appointment being set.**

Keeping daily call records will allow you to rate your own performance so that you can stay ahead of the game.

Remember how important it is to spend the majority of your time on the phone with the decision-maker. Here are some methods for reaching the decision maker:

- Attack at dawn. Call as early as is reasonably possible, because most likely, the decision-maker will be in the office early.**
- Leave a message and time that you will call back. Don't leave a number and ask for a call back that you will never get. Suggest a time to the message taker and if they say that is not a good time, use their knowledge to get you a time that the decision-maker will be in the office.**
- Be polite and respectful to secretaries, even if you know they are screening calls. They can be an asset and not an adversary. Always ask how the secretary's day is going.**

It is very important to listen more to your prospect than to bombard them with information:

- Limit your own talking as much as you can by eliminating unnecessary info.**
- Think like your customer.**
- Ask questions to clarify, not to confront.**
- Don't interrupt.**
- Concentrate on what's being said.**
- Take notes.**
- Listen for ideas, not words.**
- Don't jump to conclusions.**
- Listen for overtones and clues.**
- Smile.**

You don't have to tell the customer everything you know about the service or product because that will in fact hurt you when you bore them, but it is a great tool for credibility

when you can answer any of the customer's questions without having to look the answer up or give a long pause to think about your answer.

Remember that an objection is only an opportunity to sell. An objection is not a rejection, but it is simply the customer telling you their concerns and allowing you to address them. Repeat the objection to the prospect to make sure that they really understand it. Reassure the prospect about the point that's been raised. Resume your pitch and set the appointment.

Tips for successfully setting appointments over the phone:

- Never give out too much information.
- Never try to turn around an objection by engaging in a full conversation.
- Never try to sell on the phone unless the customer asks to buy.
- Always plan your call by using a script.
- Always listen for the most common objections.
- Always be positive.
- Always be firm.
- Always be one step ahead.

When setting appointments, offer specific times and do not use the "We'll be in your neighborhood" approach because that makes it seem like we have an open schedule and are not busy, and in turn, *Quietly Working* is not very prosperous at what we do.

Once you get the appointment, confirm the information and get off the phone. Be sure that you don't talk your way into a cancellation. Learn how to send appointment confirmation emails from the *Quietly Working* Sales Database and be sure to send them. Don't overly worry about scheduling. We'd rather change an appointment than not have one made.

Though you need to be very careful about letting breaks become an excuse not to make calls, when you are feeling the weight of a few unsuccessful calls, take a step back and take a few minutes. The best way to spend your few minutes is to listen or read something that will motivate you. Think about something that you want, or something that you want to change, and then realize that generating revenue is the means for reaching your goals.

Work a full day and schedule your day accordingly. Schedule smartly and allow time for problems that will arise.



Before The "Call Script"

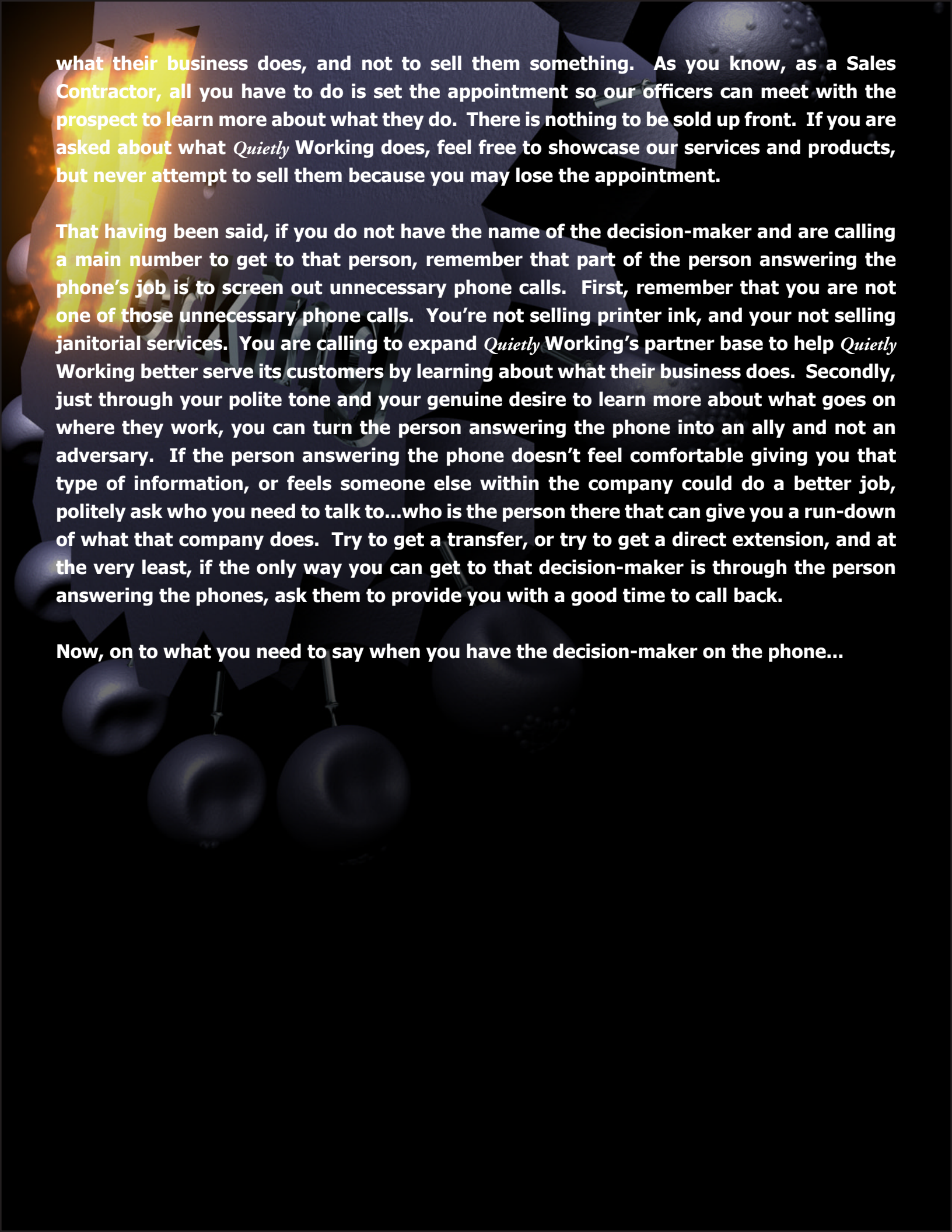
One of the most important tools that you will have early on in your sales efforts is your call script. You will need to not only commit your call script to memory, but will need to be able to recite an accurate, off-the-cuff rendition of the call script to your potential customer through the phone. If the person on the other end of the phone thinks that you are reading a script, you will be hard pressed to get an appointment. Think back to some of the telemarketing calls that you have been on the receiving end of where you could just tell that the telemarketer was reading right off the paper...don't be that guy!

Remember to sound and act like you are just having a conversation when you are delivering your script. Speak clearly and naturally, and above all, memorize that script so well that it is second-nature for you to talk to someone about the points in your script, otherwise, you'll sound like you're reading it, you'll sound like a telemarketer, and you will definitely not be getting an appointment.

Now that we have scared you into memorizing the call script, it is time to let you know that there really isn't much to our *Quietly Working* Call Script. You're not selling a service and you are not selling a product...all you are doing is setting an appointment for our officers to go meet with the prospect, so there aren't model numbers to memorize, there aren't features and slogans and the such to remember.

So, you have your lead, the information about your lead, and it is time to call. There are only two scenarios that you will be facing when the phone is picked up on the other end. You have a lower-tier employee on the phone, or you have the decision-maker on the phone. If you have the decision-maker on the phone, jump right into your call script. If you have a lower-tier employee on the phone, you will have an extra step.

Now, our call script starts with you either calling directly to or having been transferred to the decision-maker. In some cases, you will have the name of that person. In other cases, you will be calling a main number and you'd better believe they're screening for telemarketing and sales-pitch calls, so be sure that you are calling to learn more about



what their business does, and not to sell them something. As you know, as a Sales Contractor, all you have to do is set the appointment so our officers can meet with the prospect to learn more about what they do. There is nothing to be sold up front. If you are asked about what *Quietly Working* does, feel free to showcase our services and products, but never attempt to sell them because you may lose the appointment.

That having been said, if you do not have the name of the decision-maker and are calling a main number to get to that person, remember that part of the person answering the phone's job is to screen out unnecessary phone calls. First, remember that you are not one of those unnecessary phone calls. You're not selling printer ink, and your not selling janitorial services. You are calling to expand *Quietly Working's* partner base to help *Quietly Working* better serve its customers by learning about what their business does. Secondly, just through your polite tone and your genuine desire to learn more about what goes on where they work, you can turn the person answering the phone into an ally and not an adversary. If the person answering the phone doesn't feel comfortable giving you that type of information, or feels someone else within the company could do a better job, politely ask who you need to talk to...who is the person there that can give you a run-down of what that company does. Try to get a transfer, or try to get a direct extension, and at the very least, if the only way you can get to that decision-maker is through the person answering the phones, ask them to provide you with a good time to call back.

Now, on to what you need to say when you have the decision-maker on the phone...

The Call Script

The person on the other end of the phone picks up and greets you. Before you say anything, ask them how their day is going...

Prospect: "Good Morning, Mr. Johnson's office." or "This is Mr. Johnson."

Caller: "Good Morning, how are you doing today?"

This first step is personalizing you to the prospect or the person who is answering their phone. It is normal and natural in conversation to ask how someone is doing, but it needs to be the first thing out of your mouth because at this point they do not know who you are and cannot object right up front to your call with things like..."Oh, I'm very busy today"...or even..."Not interested." By asking up front, the prospect will set their mood for you and cannot use their mood as an excuse later in the call.

Prospect: "I am doing all right. It's pretty crazy here all the time."

Caller: "I know how that goes (say it sincerely). This is Tim with *Quietly Working*. We're a local multimedia and promotional design firm and I came across your business in (site source). We are currently looking to find some new partners to do business with. I would like to learn more about your company and what you do."

At this point, you will naturally be tempted to ask the prospect if they have a minute, or if you can take some of their time. If you do, you are just telling the prospect that your need for more information about them is not important and can wait if they are too busy. Don't send them that message! You are from *Quietly Working* and you are looking for new partners and there really isn't much else that the person on the other end of the phone is going to be doing that day that is more important than setting up an appointment to meet with *Quietly Working*. So, after you say, "I would like to learn more about your company and what you do," pause. If you pause right there, the prospect will have little choice other than to either ask you what it is you want to know, begin telling you about what they do, or the worst case scenario, tell you they are very busy right now, but could they call you back or could you call them back. Bingo! Your second call is secured where

you can use the mutual experience of your first call as a foot in the door to set up your appointment. Any person who tells you that they are not interested in telling you about what the company does is either not a decision-maker, or is just a moron.

Now, if your source for this lead has been an association or commerce group, be sure to use this as your foot in the door. Instead of saying, "I came across your business," go with something like, "we are a fellow member and wanted to welcome you and share with you how pleased we have been with the success of our membership" if they are a new member, or if they are already a member, go with something like, "we are attempting to take full advantage of our membership in (group), by learning about our fellow members, what they do, and if a relationship could be mutually beneficial to both our companies."

So, if the prospect wants to call you back, tell them that you want to be respectful of their time, so why don't they tell you what time today would be good to call them back. If the prospect wants you to call them back, thank them and ensure that you set a time to call back because you want to be respectful of their time.

If the customer begins to tell you what they do, be sure to listen intently and consider what it is that they do intriguing, interesting, and something you would definitely like to learn more about. Feel free to ask questions that come up so you convey your desire to learn more. Once you have actually said that you want to learn more about what they do, move right in to telling them that you would very much like to come down to their office or buy them lunch so that you can have the opportunity to learn more.

If you get a "Well, what do you want to know?" tell the prospect that *Quietly Working* is looking to expand its base of partners to better serve its customers and if they could please give you an overview of what the company does. Again, listen intently and consider what it is that they do intriguing, interesting, and something you would definitely like to know more about, then move right in to telling them that you would very much like to come down to their office or buy them lunch so that you can have the opportunity to learn more.

The background is a dark, textured surface with various geometric shapes. A prominent feature is a bright, glowing yellow and orange beam of light that originates from the top left and extends downwards. To the right, there is a dark, textured sphere with a small, metallic-looking rod or pin passing through it. The overall aesthetic is futuristic and abstract.

Using Your Call Experience

There are many important tools that you will be using in generating appointments, but what may end up being the most important tool is your call experience. Once you have made your very first call, no matter the outcome, you will never have to make that very first call again. As you make more and more calls, you gain more and more call experience. How you use that experience is very important.

Your best bet in overcoming objections is to have a response to the prospect's objection before it is made. Use your call experience to make a list of your six most common objections and keep it handy. Also, keep your responses to these objections handy and know what you could say that would change your prospect's objective from getting you off the phone to leaning more about what you are offering.

Though you should be giving your very best effort every time you make a call, remember that from the day you implement a new script, or begin targeting a new service or product with your sales efforts, it will take about 21 days of calling for you to become an expert at it, so give the effort the time needed before making a decision about whether or not it is working.

The background is a dark, textured surface with various geometric shapes like cubes and spheres. A bright, glowing yellow beam of light enters from the top left, creating a strong contrast. The word "Working" is faintly visible in a large, stylized font in the background.

Follow-Up

Follow-up calls are extremely important. It is very rare that you will be able to set an appointment on your very first call. Sometimes the prospective customer will ask you to call back at a later time when they are not so busy. Sometimes they will ask you to call back after a budgetary period is over or the new fiscal year starts. It is extremely important that you make these calls and make them at the exact time the prospective customer has asked you to make them.

When you call back a prospective customer that you have already called a few times, use that history to your advantage. Don't be afraid to use a soft sell approach. A soft sell approach is when you make a casual call to a contact and plainly lay out for them what you have to offer and how you think it is something that will help them. Tell them you would like to send someone to show them what you are talking about.

Though your best bet is to not leave a message, but to call back, occasionally a situation where your prospective customer is calling you back is unavoidable. When you get a call back and you don't remember who the person calling is because it has been so long since you called them, always remember to tell them that you were waiting for their call. You are so confident in the benefits of working with *Quietly Working* that you knew they would be calling you. That will put you in the driver's seat and then go ahead with the information as if you had called them. If it turns out the person calling you is in fact not the right person that you need to speak with, then ask who you need to talk to. Generally, they will cooperate, but if they don't, call back the main number and start all over again.