



## Conversation for Approach

### *Coaching Conversation for Telephone Skills:*

Also known as the “Conversation for Possibilities”

- Customer feels no pressure
- No commitment is expected
- General discussion re issue
- For my learning or advice
- State this if necessary

**Do not assume anything, you could be wrong.**

Questions for you to be asking before a telephone skills conversation:

- How do you organise their telephone sessions?
- Have you been shown how to plan, organise and conduct a telephone calling session?
- Have you conducted a one on one telephone session recently?
- What approach are you using?
- What is actually said?
- Are you calling the right people? (may indicate you have prospecting problems)
- How do you deal with rejection?
- Are you calling enough people in the current environment?
- When do you do it?
- Are you actively listening to the prospect?
- What distractions do you have when making sales calls?
- How would you rate your approach conversation skills?

**Arrange for coaching conversation.**

**Have your coaching conversation.**

**Note:**

Prepare your conversation based on your observations and actual information.

Explain the purpose of the coaching session and the topic you want to discuss

Show the coach (as in demonstrate) how you could be improving on the topic.

Have a discussion re actions to be taken as part of the action plan

Discuss the ongoing activity to take place.