

## Getting Calls Returned

From "Art" at Ace Consulting Group (outplacement)

Messaging - Communicating - Caring - Value

Conviction: a feeling of certainty of the value of the call. What is your expectation?  
Belief drives behavior

Believe that people won't call you back, and you won't be disappointed.

How do we learn? Model successful behavior. Success leaves clues. Learn their BS, their strategy, their actions, their energy level

Over the phone communications:

Words 7%; voice quality 38%; body language 55% (so stand up while you're talking)

Tonality, voice quality, and the words (the message itself)

How much time crafting the message? Are the words impactful? Succinct? How'd you leave the message? What's the meat of the message? What's compelling them to call back?

The message must have value.

A: It must be planned with talking points, not canned or scripted.

B: Positioning who you are. What one thing drives you. Build a message around it and tell how it brings value. Explore what your value is. **ONE SPECIFIC THING YOU CAN SOLVE.**

Have cheat sheets handy - the other person can't see them.

Assess the callee's voice quality

Persistence pays off.

If you screw the recorded message, hit \*# and it will erase, then 1 and record again.

Dial 0 and talk to the operator, always saying "please" and "I hope you can help me".

Repeat the needs and prove you're the one.

Know the correct pronunciation of the name; be prepared, and state your unique skill.

Exit by simply saying positions were eliminated including my own, no detailed explanations.

Positioning:

A: "I am a senior \_\_\_\_\_ with extensive experience in \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_."

B: "I have some ideas that I think may benefit your company...GIVE SOMETHING- know the company's challenges and problems.

Voice qualities:

Tell them you will call them back

Mention a referral's name

State the business you want to do (target list, where, size) and add the "please...I hope you can help me".

"If I don't hear from you by \_\_\_\_, I'll call you back, or you can have your secretary (name?) call me back with a more convenient time.

Imitate the callee in modality. You want to be in harmony with their style: pitch, pace, tonality, accents, volume, vocabulary

Internalization of information comes in three ways: visual, auditory, kinesthetic – and we all have a preference like being right or left handed. If the callee "feels" or "imagines", "hears what your saying", s/her is signaling their preferred way of absorbing information. Respond in kind.

Approach:

Don't need to thank the callee for answering the call; he hasn't done anything to be grateful for...yet. Rather open with

"Is this a good time for you to talk?"

"The reason for my call is..."

"Joe Blow suggested that I call you. (flattery to lessen resistance) He said you were the \_\_\_\_\_ (most excellent go-to person in the world and he always seeks your opinion on matters like \_\_\_\_\_)"

Remember that intonation and voice quality lends credibility to whatever you are saying. If it sounds like you believe it, the callee will too.

Cold calling

Target list of the people you actually want to reach.

Manage your state of mind:

Happy v. Depressed

Reality is not the same as a perception of reality

Open your eyes wide; straight posture

Get pumped with some happy/stupid physical exertion before picking up the phone.

Make 10 to 30 calls a day

It's how you say your message that will determine if the experience is going to be tough or easy

Strategy:

Your motivation?

Drivers?

Recipe for success?  
Want a PhD in job searching or a job?

Giving the callee something...  
Bring up a mutual friend or referral  
A referral  
A gift (research piece?)  
A compliment  
Be of service in some way  
Make a startling statement that elicits thoughtful comment  
Give them a referral they need or could use

What you say must match what you feel inside  
Are you compelling?  
How much value are you contributing?  
Your knowledge & experience has genuine value to those who don't share it.  
What do you bring that is unique.

Preparation:  
Exit statement  
Positioning  
Value of what you bring  
Know what you want (remember nobody wants a wishy washy employee)