



# Call To Order: Converting Telephone Enquiries Into Sales

A Video Arts  
Briefcase Booklet  
written by  
John Hemingway



video arts

**Other Briefcase Booklets:**

Telephone Behavior: The Power & The Perils

Telesales: Your Line Of Business

Written by John Hemingway.

Cover Design by SPS Advertising Ltd

Illustrations by Shaun Williams

*First Printed October 1995*

*1st Reprint December 1997*

© 1995 Copyright Video Arts Ltd

No photocopying whatsoever, unless as specified below, Copyright Licensing Agency Limited and Publishers Licensing Society Limited Licences do not apply at all. This includes Educational Establishments.

In this instance the Checklist on page 35 is available to be photocopied.

Printed by B&H Printing Services, Watford, England.

## CONTENTS

|  | Page      |
|--|-----------|
| <b>1. ABOUT VIDEO ARTS</b>                                 | <b>3</b>  |
| <b>2. ABOUT “CALL TO ORDER”</b>                            | <b>4</b>  |
| <b>3. A LITTLE HOME TRUTH</b>                              | <b>6</b>  |
| <b>4. VICE OR VIRTUE</b>                                   | <b>8</b>  |
| <b>5. WHO ARE YOUR TELEPHONE CUSTOMERS</b>                 | <b>11</b> |
| <b>6. READY, STEADY, GO</b>                                | <b>13</b> |
| <b>7. OVERCOMING OBJECTIONS</b>                            | <b>27</b> |
| <b>8. DEALING WITH PRICE</b>                               | <b>30</b> |
| <b>9. LEAVING THE DOOR OPEN</b>                            | <b>32</b> |
| <b>10. CONFIRM THE RESULT AND UP-DATE<br/>YOUR RECORDS</b> | <b>34</b> |
| <b>11. FINAL CHECKLIST</b>                                 | <b>35</b> |

## 1. ABOUT VIDEO ARTS

Video Arts is the world's leading provider of video based learning programmes.

Video Arts programmes combine the highest standards of production excellence with the maximum training impact. They not only enlighten and educate, but also entertain.

There are now over 200 Video Arts titles in daily use by some 120,000 organisations worldwide. The videos help train people in 60 countries and between them they have won over 200 awards in major international festivals.

Video Arts programmes aim to change the attitudes, open the minds and remove the prejudices of the target audience.

The lessons are soundly based on the practical advice of experienced professionals currently working in their chosen field.

The attention of the audience is captured and held by employing the highest professional standards of film and video production.

In addition Video Arts offer a range of self-learn programmes on CD-Rom.

The Video Arts approach to effective training is also applied for the benefit of a number of clients who each year commission tailor-made programmes to suit their specific organisational requirements.

## 2. ABOUT “CALL TO ORDER”

More and more business today is conducted by telephone. It's a vast and growing area of activity. Many customers prefer to shop around by phone and order from the comfort of their home or office. So this makes it especially important for people who answer calls from customers to be positive and professional. The in-coming call is the perfect opportunity to make a sale.

**Call To Order** is a short entertaining training programme. It's a reminder of what can go wrong if we allow our standards to slip. The video features Paul Bigley as Dave, an office furniture salesperson. He's good at his job and knows the ropes. It's just that sometimes he allows things to drift, and allows customers to slip through the net.

On this particular occasion he's more concerned with buying a new car for himself than with selling to his customers. But he in turn gets poorly treated as a telephone customer and suffers frustration as he loses his dream Davemobile. This leads him into the zone of the Twilight Phone, where he realises the importance of his telephone behaviour as a salesperson. As a result, his own customer, Dianne gets what she wants, and Dave gets a successful sale.

The video's lessons are a powerful reminder to all of us. We depend on customers and the telephone for the success of our organisation. Every enquiry from a customer is a potential sale, and we can't afford to get slack in our approach.

This Booklet takes the lessons of the video one step further, offering many practical tips and checklists on how to make the most of our incoming sales calls.