

TELEPHONE SKILLS CHEAT SHEET

CHRIS MULLINS' THE PHONE SALES DOCTOR™

What gets measured gets done! Leave no stone unturned

Many of you have excellent inbound call measurement marketing tools to that records your new prospective customer, patient, client calls from all the excellent marketing you're doing. Bravo!

This service provides exceptional automated details about each call that rings to your office. You can learn exactly how a prospect came to you without pushing your staff to document it. Awesome!

You can measure your exact ROI on marketing dollars you'll know what programs to keep and which to trash. You can record every call to identify goldmines and fix problem sales and customer service areas with your staff.

Lost Sales Opportunity. Recently I found by interviewing some of you and listening to your recorded sales opportunity calls that you're **not** doing outbound calls to all the prospects that called and didn't leave a message, didn't get connected to anyone and those that just hung up. I also found that some of you don't even pick up your voice messages of prospects.

Your turnkey automated recording system documents the phone number they called from and in many cases the mailing address. So just because you missed a call or the caller hung up for some reason doesn't mean you should forget them. Schedule time to call all of those prospects and find out why they called and that you're ready to schedule the appointment (make the sale)!

The Chris Mullins Phone Success Team works with offices to teach them **how to** use this invaluable recording tool or **we'll do it for you** by listening to the calls, critiquing them and fixing problem staff areas. Do something about this you're throwing huge marketing dollars out the window.

FREE Weekly Video Email Coaching Series

This class won't be free forever

www.GreatBottomLine.com/fixmyphones

"The Telephone Lifeline To Your Business"

Just 5 minutes each week with Chris Mullins