

# Fast coach

## Introducing our new monthly coaching tip from sales coach Anna Britnor Guest

Deborah is cold-calling King Industries, expecting to get through to voicemail yet again. Instead: "Hello, Andrew South."

"Oh, hello. Sorry, I wasn't

expecting you to answer so quickly! This is Deborah Smith of Bodge IT. How are you?"

"Yes, I'm fine"

"Good, umm. Bodge IT

provides a wide range of networking solutions to companies like yours.

Err, I'd like to arrange a meeting to talk about how we can

help you. How about 10.30 on Tuesday or would 3pm on Thursday be better?"

*(Deborah prides herself on her alternate close)*

"Can you send me some literature first and I'll get back to you?" comes the response.

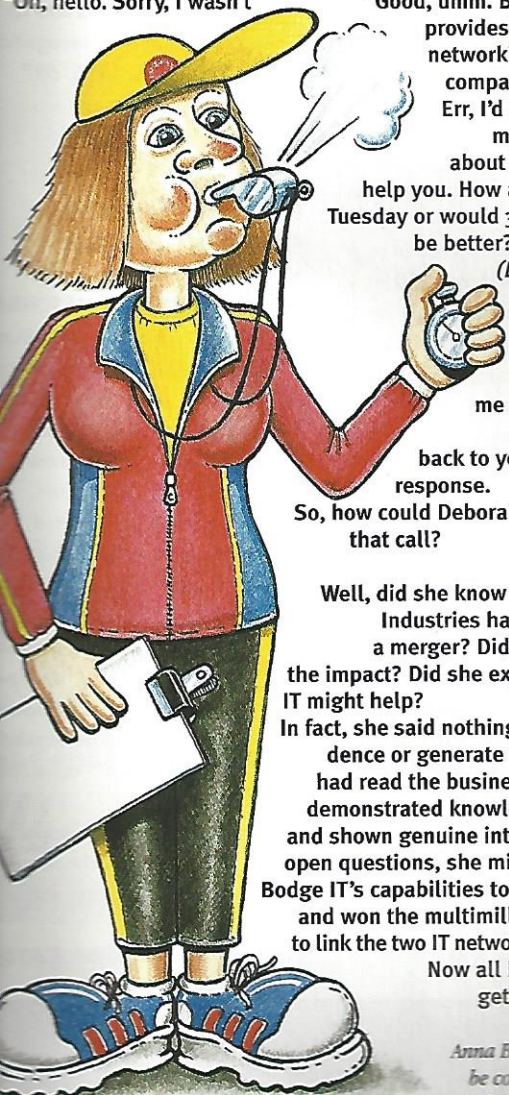
So, how could Deborah have improved that call?

Well, did she know that King Industries had just announced a merger? Did she ask about the impact? Did she explain how Bodge IT might help?

In fact, she said nothing to inspire confidence or generate interest. If she had read the business and IT press, demonstrated knowledge about King and shown genuine interest by asking open questions, she might have matched Bodge IT's capabilities to King's needs and won the multimillion-pound project to link the two IT networks.

Now all Deborah will ever get is voicemail...

Anna Britnor Guest can be contacted on 0870 733 3313.



## NEXT MONTH'S ISSUE JUNE 1999



Lighten up – the way forward for salesfolk?

### Laughing all the way to the bank

A sense of humour is usually an advantage in sales but can it actually make you money? We meet a woman who teaches stand-up comedy to salespeople to help them meet their targets.

### Quick-fire round

Another industry figure takes the 20 questions test. How will they handle the quick-fire round?

### The tender trap

If it's out to tender, it's here on pages 16 and 17. The best round-up of invitations on offer in the industry, so get out your application software!

### Move IT

How to make the most of your career. Books to help you on your way and quick coaching tips to try out while you wait...

### New Job?

Simply the biggest and best appointments section in the market for ambitious IT sales and marketing professionals begins over the page, every month.

Entries for Order of the Month, Sales and Marketing People moves, letters and IT Sales and Marketing News Stories are always welcome and should be sent for consideration to: Catherine Toole, Infomatics, VNU Business Publications, 32-34 Broadwick Street, London W1A 2HG or emailed on [infomatics@vnu.co.uk](mailto:infomatics@vnu.co.uk)

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