

Wow Your Prospects

10 Point Checklist

Jill Nelson

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**"As much as we live in the era of the internet and the
computer, phone calls win business."**

JILL NELSON

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Make it my mission to build and strengthen trust and relationships with prospects and clients. Adding a personal touch to my business is what makes me stand out from my competition.
- Always be available to answer the phone and provide a great experience for callers. Keep in mind that I could lose sales opportunities when customers aren't able to talk to a human on the other end of the line.
- Provide value by being engaging to my audience even if they're not at the point of purchase. From a sales perspective, this will eventually warm them up and lead them to buy.
- Invest in a customer service department so that I won't miss any messages or phone calls coming from my prospects and existing customers. Let them handle all the initial communication as I focus on my company's future.
- Train my employees and get them aligned with the company's mission and vision. They should be a great representation of my business when interacting with prospects and customers.
- Make it a habit to answer in 4 rings or less. Taking a while to answer calls makes it seem like you're not ready to address callers' needs.
- Track incoming and outgoing calls for every particular campaign and calculate the ROI and opportunity costs. Research tools that can help give me detailed analytics.
- Make sure that my company is properly staffed to handle phone calls on Mondays. Americans make 20% more phone calls on Mondays than they do on any other day of the week.
- Don't just follow the call script down to a tee. Build some rapport with the caller by adding a little bit of small talk, showing genuine compassion, and making them feel like we're happy to be of service.
- Turn callers into clients with the help of Ruby Receptionists, a customized call answering service for your small business that you control with the touch of your screen.