

Sound Like A Million On Your Next Sales Call

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Voices Affect Feelings. People decide what they like and don't like based on what they hear and they often don't recognize why they feel the way they do. Over the telephone, 100% of your corporate image is conveyed by the sound of your voice.

Here are some tips from Michele Moore, Director of www.SoundLikeAMillion.com and author of *Sound Like A Million Super Charge Your Career in 60 Minutes* that will help you sound your very best whenever you make that next important sales call.

Your ideal voice is rich, round, relaxed, resonant and real. Connect with that best voice and practice project it before you begin an important presentation. Put a smile in your heart and let it show in your voice.

Try to speak in polished phrases of eight to ten beats or syllables, with brief pauses between phrases to breathe. This gives you a relaxed, compelling delivery and plenty of breath to power your speech. Run on sentences are not attractive, powerful or compelling.

Motor mouth speed speech is a big business blunder because it's unintelligible, unattractive and frustrating to listeners. It comes from excessive tension in the abdomen that prevents relaxed breathing and phrasing.

Listen to the rhythm and beat of your speech as you speak, try to make a melody with your voice. Breathe easily and deeply between phrases.

Come to the point quickly. Your listener's time constraints are very different from your own. Ask yourself, "*Why should they give me their time and attention?*" This is the question they are asking themselves when you call.

You lead your listeners' feelings by the emotions you project. If you sound relaxed, warm, confident and enthusiastic you improve your chances they will feel that way too. Don't worry if they don't match your tone, in fact, expect them to be cool. Remember, you must to continue to stay positive and upbeat if you want them to move to a positive mind set.

Target your tone and know exactly what you want to project before you make the call. Stick to that tone no matter what happens. If they are abrupt or rude, wrap their response in positive energy. Don't allow a negative response to set a negative tone. Try to make a friend and build a relationship. Never hand control of your tone or your emotional well-being over to a negative person.

Choose a time when you can talk to your prospect on conventional land line POTS, plain old telephone service. You will sound your best and it maximizes the probability you will have their full attention.

Tension is the biggest enemy of a great sounding voice. Take a brisk walk before an important call to work off stress. Breathe deeply from the bottom of the belly as you walk. You want your body to be fully relaxed and feel fluid and flexible while your mind is energized, eager, sharp and alert. Picturing yourself in this state helps you to get into that optimal zone.

Make a few warm up telephone calls you know will be positive to get primed for an important new prospect call. Write the prospect's name on a piece of paper before you make the call along with one primary goal and any secondary goals you want to achieve during the call. Make it beneficial, desirable and easy for them to do what you want them to do.

Know exactly what you want to accomplish before you make the call. Have a list of alternative pitches ready should the first one not hit a responsive chord. Plan to end all calls on a high, positive note.

Sometimes you want to call just to say hello. The object of these calls is to leave the listener feeling glad you called. People like people who make them feel good. You can do this with a short, succinct, jazzy, upbeat voice mail message left after hours.

Many professional actors and broadcasters like to warm up their voices by reciting a funny poem or by speaking the words of a favorite song out loud before they perform. Try this to warm up your voice and to connect with your presentation mind set. Choose a piece with a definite rhythm and beat and easy phrasing. The sound and rhythm of that song or poem can linger in your speech long after you finish.

Listen to the sound of your voice as you speak and pay special attention to the rhythm, flow and phrasing of your speech. Make it as attractive as possible. Extend the sound of words you want to emphasize.

Plan a two or three second throw away line to begin every call. It takes a few seconds for the listener to switch their attention to you and get used to listening to the sound of your voice. They may not even hear your first few words. It can be as simple as an extended *Good morning* or *Hello*. Identify yourself clearly immediately and come right to the point.

Remember, good humor and a sense of fun is the best way to hook a listener's attention!



Michele Moore is author of *Sound Like A Million Super Charge Your Career in 60 Minutes* and *How To Live A Happy Life - 101 Ways To Be Happier*. See www.SoundLikeAMillion.com and www.HappinessHabit.com for details.

Michele delivers Sound Like A Million™ and Happiness Habit® presentations and workshops to organizations that want happier, more effective working environments. See www.MicheleMoore.com for details. She consults, writes and speaks about Happiness, Workplace Well-Being and Effectiveness from her home in Atlanta.