

7 Call Handling Practices Your Sales Team Should Implement



What **best practices** should your call company be utilizing to ensure the best **customer service experience**?

1. Start Off Strong



Be friendly. Begin with a pleasant greeting such as “good morning” or “good afternoon.”

Identify yourself. Every greeting should contain your company name as well as your name and the reason for your call.

Be prepared and professional. Gather all materials you may need during calls. If possible, minimize background noises.

Clarify. Restate any questions the customer asks before answering to ensure they’re being answered properly.

2. Think Quality, Not Quantity

The brain can only hang onto 20-30 seconds of information at any given time, so make sure you deliver the most important information.¹ Pause occasionally so the customer can consider all the information and form a response.

After asking in-depth questions and learning about their business, **tailor that information** to offer the best-fitting product or solution instead of giving them a rundown of everything you have to offer.



¹ Handbook of Educational Theories

3. Use Holds Sparingly

If you have to put a customer on hold, follow these tips:

Don't put a customer on hold **more than once** during a phone call.

Don't leave them on hold for longer than a minute or two.

If needed, **call them back**, but never ask them to call you back. A survey found that **63 percent** of customers preferred a callback.²



² <https://www.softwareadvice.com/resources/3-ways-to-offer-callback/>

4. Get Friendly



One of the most important factors of your call is gathering the customer's information so you can **store it in your company's CRM** and properly follow up with them. The information you gather about them on the first call will prepare you for the next call, and that effort won't go unnoticed.

Build rapport and make your customers feel like you know them. Your customers will appreciate that you took the time out to remember them.

5. Listen Actively

Created by Dr. Carl Rogers in the 1940s, active listening is a proven concept of “reflective listening.”³

The **four steps** of the process are:

- Pay attention to the prospect.
- Give them feedback via body language and verbal cues.
- Restate what you heard and verify it's accurate.
- Ask a relevant follow-up question to further exhibit your knowledge of the situation.

After fully clarifying what the customer needs, you're now more prepared to overcome objections and **build customer loyalty.**



³ <https://blog.hubspot.com/sales/active-listening-guide>

6. Overcome Any Objections

Here are some common objections and how to counter them⁴:

- **Trust** — Email them client testimonials or referrals.
- **Price** — Discuss the value of the product or service.
- **Complacency** — If customers are reluctant to change their normal routine, consider using a fear tactic.
- **Timing** — This usually means they just need a push. Demonstrate how you will save them time by working with you.
- **External Outputs** — If they are hesitant and need to speak with someone with more authority, request a joint meeting.



⁴ <https://www.thebalance.com/how-to-overcome-sales-objections-2951799>

7. Be Positive



Pay attention to your inflection. A monotone or flat tone signifies to your customer that you don't care about what they're saying. Even if it's the end of a long workday, make sure you sound upbeat and prepared to answer whatever questions or concerns they have.

Don't forget to smile! One way to increase customer satisfaction is to smile as soon as the call begins. When smiling, your voice automatically sounds happier and more enthusiastic.⁵

⁵ <http://www.answer365.ca/blog/112-how-smiling-impacts-a-phone-call.html>

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