

Here's some helpful hints for success:

1. Stay on the phone. I can't emphasize this enough. You should be able to stay on the phone for your full 4 hour shift. If you're going to work 6-8 hours take a 45 minute break midway through. If you take a break every 10 or 20 minutes you will not succeed! No one's there to watch over you, you need to keep yourself motivated & making the calls.

2. Don't let the no's get to you. Most of you that have done a lot of sales will know that you'll get an average of 100 no's for every yes. If you quit after 30 or 70 people saying no to you then you won't get to the one person who will say yes. This is a great product at a great price. Everyone needs printing. Everyone needs business cards. I think you will find that once you are comfortable with the script & understand the product that you'll get an average of at least 1 yes out of 50 no's with this product. This is a much easier product to sell then a lot of other hard sells out there. You need to work through the no's & keep making the calls until you get the sales.

3. Set a weekly goal. If you are putting in a solid 20 hours a week your goal should be 15 - 20 sales per week. 10 sales per week is the absolute minimum goal. Just think, if you can meet your goal of 20 sales you will be making \$1000 per week working part-time! If you commit yourself to 20 solid hours a week there's absolutely no reason why you can't reach that goal - it's extremely obtainable. The last time I personally got on the phone, I worked just over 4 hours & got 4 sales and 2 of them were for companies that needed multiple printed items! So really it was the equivalent of 6 sales. Remember, you are paid commissions on everything you sell, not just business cards.

4. Organize your working area. You'll be surprised how much having a neat & organized working area will improve your sales ability. You should have all the information that I have emailed to you printed out & nearby for quick reference. You should be away from noisy family, roommates & television. Having some music that you enjoy or the radio on in the background can help to keep you motivated too. Other people prefer to work in total silence. Find out what works best for you.

5. Talk to the owner. You need to talk to the owner or a general manager at most businesses. If you just start reading the script to anyone who answers the phone you're wasting your time because it's usually a secretary with no decision-making power. As you continue to make calls you will find ways to get in touch with the owner. If the owner or GM isn't available then ask what that person's name is; usually the secretary will tell you & that way the next time you call you can ask for your contact person directly. When they say "he/she's not in" just say "and what was his/her name again?" & they'll usually let you know. When calling for the owner/GM & the secretary says "and who may I say is calling" just say "this is (your name) with Cutting Edge Designs" with confidence & they'll usually assume he/she was expecting your call. If they say "what is this regarding?" say "printing". If they still ask "is he/she expecting your call?" just be honest, say "no". They'll usually still put you through to him/her.

6. Close the deals. This is not high-pressure sales, either the company needs printing or they don't. So you don't need to sound like a high-pressure salesperson on the phone, you can just take the attitude of "hi, this is your friendly neighborhood printer" not "hi, I need to sell you something!" If they're interested they'll buy. If you get that interest, close the deal! Always be moving towards confirming their address & them making the deposit to get started. Then transfer the call to customer service so we can take their credit card information (or take the credit card info yourself and then transfer the call) and your job's done! If you get someone who's interested & you just schedule a callback you're giving your sales away!

That's about it for now. Good luck! Put in the time & the effort & you will meet your sales goal! If you have any questions, please just ask.