

Keys to Successful Telephone Calls

1. Be Professional on the phone

- Avoid yeah, nah, um and “you know”
- Do not chew gum, eat or drink while talking to a prospect

2. Prepare in Advance

- Pronounce last name
- Look over giving history and gift designation
- Know the case for support

3. Speak Clearly

- Speak slowly and clearly
- Do not pronounce “ask” as “ax”
- Smile as you Dial-your prospect can “hear” you smile

4. Concentrate

- Listen to the prospect, shut out all other distractions
- Do not get caught not knowing what the prospect is saying

5. Do not interrupt

- A pause, even a long pause, does not mean that they have finished saying everything that is on their mind. Pauses after an ask are good, it means they are thinking. Let them think and respond first.
- Remember that the first person to speak loses

6. Do not get discouraged

- Not every prospect is going to be excited that you are calling
- Deal with objections in a professional and logical way, using suggested responses
- Ask open-ended questions about rejections and clear up and misconception that the prospect may have
- Never argue or debate with a prospect. Instead, get back to the point of the call

7. Do not jump to conclusions

- Avoid making unwarranted assumptions about what the potential donor is going to say
- Make sure you guide the prospects responses by using leading questions. However, do not put words in their mouth

8. Keep the call moving

- Avoid dead space and silence. Your job is to promote the client and persuade prospects to give. However, NEVER answer for the prospect or sound pushy. It must be a two-way dialog

9. Persistence

- Use your tailoring skills to reach an amount the prospect is comfortable with giving
- “We would like you to get involved, but at a level that is comfortable for you,” is a great response to an objection

10. Always confirm

- Pledge Amount - at least 3 times with the prospect, to avoid any misunderstanding
- Address
- Employment and title for spelling
- If they qualify for matching gift (Check the “Double Your Dollars” brochure)
- Designation

11. Always thank the prospect for speaking with you.