



Types of Communication

What are the values of each?

Communicating with prospects and customers is not an event. It is a process. This process should be continuous and on-going. How many times should a sales person contact a prospect or customer? How should they be contacted? There are many ways to contact people and each method has value.

CONTACT BY TELEPHONE

It is easy to call someone. It is difficult to reach someone. With caller identification your call is often screened and you are forced to leave a message on a machine. Leaving a voice mail message has value. At least, your name and company are brought to the attention of the recipient. If your message is a good one, you may get a return call. Not all bad! Use voice mail and use it to your advantage. If the recipient of the call is an:

- Analytical leave a specific detailed message.
- Achiever get to the point, be results-oriented.
- Amiable be friendly and show sincere concern for people.
- Animated discuss the big picture and its impact on the future.

CONTACT BY FAX

This method is often used today for signatures if time is of essence.

CONTACT BY E-MAIL

This method is preferred by many. It is fast and efficient. Response to an e-mail is quick. Again, modify the message to match the style of the recipient. Always make sure you have the address correct It is imperative to follow-up to make sure the e-mail was received.

CONTACT BY POSTAL MAIL

Using the postal is slow for long distances; however, it is often noticed because it is so unusual today. It is a way to separate yourself from the rest of the pack. Overnight and ground services are quick, efficient, and denote a sense of urgency. Also, they can be monitored.

CONTACT BY INSTANT / TEXT MESSAGING

This method gets attention but also interrupts. It is considered rude by many and should be used only in unusual circumstances. Most times it is best left for in-house use only.

DEVELOP AND USE VALUE STATEMENTS

Develop some good value statements. Leave a message that is concise, logical, quantifiable, and short. A good value statement can be the spark that gets a response.



The next tip on or about Dec. 1 ~ Why do people buy?

[For more tips visit our web site at salesconcepts.com](http://salesconcepts.com)