

The 6 Perfect Phrases for Every Stage of the Sales Call



When you're at a loss for words, turn to these phrases to move your caller along to the appointment. "How-to" successfully implement call coaching in your practice!

When answering inbound sales calls, although the prospect is calling you for a need or want, you still may face some reluctance when trying to book the appointment with them. That is why it is important to make sure that you, the call handler, are moving the conversation along culminating in an appointment or sale.

Keeping control of the conversation with certain callers can be difficult! That's why we've put together these six phrases for you to use throughout your conversation. These phrases will help move the call along in the best possible way – from a warm greeting to a positive goodbye.

1 Hello! Thank you for choosing <XYZ Company>. My name is <Name>. Who do I have the pleasure of speaking with?

Why it works: If you can't answer the call with a warm greeting and positive tone, you may have already lost the caller. It is important to introduce yourself, name the company you work for to let the caller know they reached the right place, and also ask for their name to use later in the conversation. A simple "Hello" does not suffice when answering sales calls – you must be detailed, have a positive tone, and be welcoming right from the get-go.

2 Hi <Name>. How can I help you today?

Why it works: Though this may be simple, you want to be the one asking questions – starting with figuring out why they are calling. Make sure to stay in charge of the conversation, not vice-versa. By using the caller's name, you are personalizing the experience and showing that you are ready to help solve for the reason they called.

3 If I understand correctly, you are looking for <Insert need here>.

Why it works: Always be sure to repeat back what the caller asked for to ensure that you are on the same page. Not only does it eliminate any confusion happening and de-railing the conversation, but it also demonstrates to the caller that you are truly listening to what they are saying, and not just creating your own agenda. By repeating their problem, issue, or need, you are getting to the next steps of delivering your solution for them.

4 We can help you with that. As an award-winning <type of company>, most of our customers choose us because of our superior customer service, which we will be sure to deliver to you.

Why it works: By delivering a great value statement to your caller, whether it is the statement above or one you've created on your own to use in your sales calls, this part is vital—especially when it comes to price shoppers. Before getting around to the price of your product or service, make sure your customer understands why your company is the superior choice. Otherwise, why should they choose you over your competition?

5 Can I schedule you for <Date & Time>?

Why it works: Use closed-ended questions for booking the appointment or sale. Again, you don't want to leave the conversation up to the caller—you need to stay in control and lead them to commit by the end of the phone call.

6 Thank you for calling, <Name>. Have a great day.

Why it works: Whether you set the appointment or not, you need to end the call on a kind, professional note. Even if you couldn't get the caller's commitment this time, if you leave a positive last impression as well, they will be sure to keep you in mind in the future.