

What telemarketing can do for an online business.

By Cheryl Lester
CEO of CPS Networks

visit us today at
<http://www.cpsnetworks.com>

This report has a very simple purpose. To show you how to use telemarketing to your advantage in your online business.

I'm not an info-marketer. I do this every single day. I've been enjoying the benefits of telemarketing for years – and its about time I shared some of my "secrets" with those who can benefit from it most!

This ebook will teach you the ins, outs, ups and downs of telemarketing. Everything from how to write a call script and what type to write, to how to muster up the courage to make that first call! It's all here, in simple form. I guarantee that by the end of this ebook, you WILL know something you didn't know before.

There is one thing I cannot guarantee, however. If you read this ebook, but do nothing, you'll get nothing out of it. BUT – if you read this and follow the step-by-step outline I give at the end of this ebook, I can promise you that you will generate at least one sale you wouldn't have otherwise had, just from this technique. Pretty big promise from a free ebook, isn't it?

I have confidence in my techniques. I've tried, tested, failed, tried and tested again to get my telemarketing and telephone skills where they are today. And I'm about to share with you all the wealth and knowledge I hold about this indispensable tool to your own personal financial freedom.

WAIT!

Want to know something neat? You can give this ebook away! Yes, you have full giveaway rights to this ebook. You can use it to bring in new subscribers, give it away to friends, use it as a bonus, or anything you like! As long as you don't sell it for any price – and it is left completely intact – you can do as you wish. Enjoy!

Best Wishes!

Cheryl Lester

CEO, CPS Networks

<http://www.cpsnetworks.com>

A common myth... And why its 100% WRONG!

I just have to start with this. There is a common misconception among internet marketers about telemarketing. They think it's sleazy, hard, and won't work anyway.

I can tell you from experience that all of those things are DEAD WRONG!

If helping people enjoy the benefits of the product you're selling is sleazy, then you shouldn't be selling it anyway!

Telemarketing is not hard, either. It just takes confidence, knowledge, and patience. I can give you the knowledge you need, and I can teach you how to have confidence. You need to bring patience – no book can teach you that.

And if you thought telemarketing didn't work, then you wouldn't be reading this ebook! When done properly, using the right techniques, telemarketing can be one of the most effective tools known to marketers today. In fact, entire businesses have been built using just two simple things – a website, and a telephone!

If you want to know how to take your internet business to the next level, then you NEED to read this ebook. But if you just want to carry along at your current pace, by all means – don't read further!

How to get telemarketing leads

The first step in any successful telemarketing campaign is having people to call. Yes, you could buy a list... But it won't be very targeted, and cold calling is much harder!

The simplest way to get telemarketing leads is to – wait for this – ask for them! Yes, asking for the phone number of prospects at your website is the simplest way to gather leads.

If you already have a newsletter, just add a "telephone number" text box to the form! If not, get one! A newsletter is an essential marketing tool you cannot live without.

I'm going to make this easy for everyone... Here is a simple PHP script and HTML code that you can use to generate telephone leads. Offer

something free – like this ebook for example! In return for the freebie, you get their contact info. I use this very script several times on my website. It is always reliable, and works like a charm!

****Note – to use this script, you must be hosted on a Linux/Unix style server that supports PHP. If you do not know what this means, ask your host. They can tell you if your website supports PHP.**

The first step to creating the lead generation form is to open a text file in notepad. Call it "contactme.php". In the text file, copy and paste the following:

```
<?php
if($_SERVER['REQUEST_METHOD'] == 'POST')

$subject="YOUR SUBJECT HERE";

$ip=$_SERVER["REMOTE_ADDR"];
$host = $ip;
$mon=date(m);
$day=date(j);
$year=date(y);
$hour=date(g);
$min=date(i);
$sec=date(s);
$hour=$hour-2;
if($hour<=0) { $hour+=12; }
$ts = "$hour:$min:$sec on $day/$mon/$year";

$to="YOUR EMAIL ADDRESS HERE";

$name=$_REQUEST['name'];
$email=$_REQUEST['email'];
$phone=$_REQUEST['phone'];

$body="

Name: $name
Email Address: $email
Phone Number: $phone

Host: $host
Time: $ts
";

$email = "From: Form <$to>";
```

```
mail($to, $subject, $body, $email);  
?>
```

```
<html>  
<head>  
<title>Thank you!</title>  
</head>  
<body>
```

YOUR THANK YOU MESSAGE HERE

```
</body>  
</html>
```

```
<?php  
?>
```

Edit the text in bold red. Then save "contactme.php" to your desktop (so you can find it easily later).

The next step is the email form itself. Copy and paste this code onto your website, right where you want the form:

```
<form name="leads" method="post"  
action="contactme.php">  
<p>Name: <br>  
<input name="name" type="text" id="email"></p>  
<p>Email Address:<br>  
<input name="email" type="text" id="email"></p>  
<p>Phone Number:<br>  
<input name="phone" type="text" id="phone"></p>  
</form>
```

That's it! Now every time someone fills out that form, their name, email address and phone number will be delivered right to your inbox! And you can even edit your thank you message in HTML – to let them download a free gift right from that page! Everything is automatic!

If you want to see this script in action, go here:
<http://www.cpsnetworks.com/survey.html>

This is a simple survey I did using this exact script. If you really want to see it in action, I'd suggest submitting the form. Then you can see what kind of things you can do with this script!

The email you will get in your inbox will look exactly like this:

Name: John Doe
Email Address: john@doe.com
Phone Number: 555-1234

Host: 12.34.56.789
Time: 7:59:29 on 19/08/05

It tells you their name, email, phone number, IP address, and the time that they submitted the form. Handy, isn't it!

Lets get down to business...

Great! Now we have leads. What do we do with them?

You're thinking "call them".

You're right – but not just yet. There are still a few things we need to do first.

The first thing you need to do is figure out what you want these people to do. Do you want them to buy? Do you want them to try something for free? Do you just want to know what they want?

The first step in any successful telemarketing campaign is figuring out the whole point of the call. Without that, you'll get off track really quickly and your results will suffer!

Let's use an example. I'll use this same example throughout this ebook.

Let's pretend for a minute that you sell elephants over the internet. Long shot, but we're pretending aren't we?

You're not going to call up Mr. John Doe from your leads page and say "Want to buy an elephant?" You need to work your way up to that. So, for this example, your reason for the call is to get John Doe to accept a free trial elephant. Remember – we're pretending. But you can still laugh if you like. ☺

Free elephants! Get your free elephants here!

Now that we have established the point of the call, we are definitely on the right track. We know what your final goal is. Now we have to figure out how to get there.

The first step in doing this is to establish what your comfort level is on the phone. Don't cheat yourself through this! If you're new to telemarketing, but try to act like a seasoned pro, you WILL FAIL! Be completely honest about your skill level. No one will know about it but you anyway.

On a piece of paper, rate yourself from one(1) to ten(10) (ten being expert, one being novice) in the following areas:

- Comfort talking to strangers
- Ease in communicating new ideas
- Concentration ability
- Experience in telemarketing
- Ability to finish things on time
- Ability to meet goals
- Ability to guide conversation

Now, total yourself up. If you scored between 7 - 24, you are still a novice. If you scored between 25 - 49, you are experienced. If you scored above 50, you are an expert. If you scored higher than 70, either you cheated or didn't do the math right!

Experts, you still have things to learn. Novice readers, fear not – it's easy to be an expert! Experienced readers, listen to everything. You were once a Novice too, remember?!

Let me tell you why we just did that little test. We did that test because you need to know how much guidance you need on a call – or, in other words, how detailed your call script needs to be.

If you're a novice, you need to have things written more specifically to keep you on track, and get you those sales! Experts, you don't need as much guidance – you have learned how to control the call, and keep yourself focused with just a few simple guidelines. And, of course, experienced readers are right down the middle!

The call script do's and don'ts!

Do open a conversation by saying "Hi! My name is _____. Is this _____?"

Don't open a conversation by saying "Hi! My name is _____ from XYZ Company. You visited my website recently." That is typical sloppy telemarketing, and prospects will recognize it with one thing – CLICK!

Do converse personally with your prospect, just like it is any other phone call.

Don't read from your call script word for word, sounding like a robot.

Do enjoy talking to your prospects! If they make a joke, laugh! Imagine they are an old friend.

Don't get too personal. That can be off-putting.

Do keep your goal in mind during the call.

Don't make it sound like your goal is the only thing on your mind.

Do ask for action – sale, acceptance, information.

Don't push for the sale. Forcing people into situations they don't like could lead to a hang-up... Or even worse, a customer who buys to shut you up and asks for a refund a day later!

Follow these basic rules, and your calls will go smoothly.

Put it all together, shake, and enjoy!

Take those do's and don'ts, combine them with your telemarketing score, make sure to add your final goal, and write!

If you're a novice, your call script should be written word for word. An example script might be...

"Hi! My name is _____. XYZ Company has asked me to talk to you about elephants. Is this a good time to talk to me?..."

If you're experienced, your call script should be in outline form, but with specific intros and closings to help guide you through the call.

Kind of like this...

"Hi! My name is...

- Ask about elephant use;*
- Do they need more elephants*
- What kind of elephants do they need/use*
- Why buy your elephant*

"Great! Mr. Doe, I would like to offer you a free trial elephant.

Let you take him for a test stomp, see if he is the right elephant for you. Would you like that?"

If you're an expert, you don't need anything scripted specifically. Something like this would do perfectly...

- *Introduction*
- *Ask about elephant use;*
- *Do they need more elephants;*
- *What kind of elephants to they need/use*
- *Why buy your elephant*
- *Offer free trial elephant*
- *Close call*

Do you see what happened there? The more experienced, focused and knowledgeable you are in telemarketing, the less script you need. This is why I told you to be honest during the evaluation – you need to properly assess your needs.

Are you ready?

Yes, it's time to do the dirty work! It is time to make your first call! First, you are going to think it will be easy. When you're feeling this, set a time for your first call. Practice for a few hours while you're still feeling confident.

About an hour or two before your first call, you will probably begin to feel nervous. Your stomach will probably go into knots, and you'll want to put off the first call... Don't do it! Nobody ever achieved success by staying inside their comfort zone.

Right before your call, you will probably pick up the phone (or sit by it, if it's a corded phone) long before you need to. This is okay – just don't let it get to you. If you psyche yourself up too much, you'll be too nervous!

Now – right before you're ready to dial, I want you to say this sentence out loud.

"I am _(your name)_. I can do anything I set my mind to. This call is going to be one of the easiest and most rewarding experiences of my entire career – I can't wait!"

This simple sentence will psyche you up for your call. Anticipation will produce happiness, and your mind will be at ease!

Now, this next step is easy. Do the call. Don't put it off, don't let it bother you. Just do it. Here is the best part – once the call is finished,

you'll feel much better. If you made a sale, you might even want to do it again! Go for it – the worst is behind you!

Some simple tips...

Always respect your prospect. If they say no, ask why. If they give a good reason, thank them and leave them be.

Take notes during all your calls. You'll begin to notice trends – certain times when most people hang up, certain times when people get impatient. It's hard to spot these trends if you have no data to prove it!

Take objections as suggestions. If a lot of prospects are saying it's too expensive, review your price. If a lot of prospects are saying it's useless to them, try and market it a different way. Your prospects can tell you a lot more than just "yes" or "no".

Never take "no" personally. Remember, they're not saying no to you. They're saying no to the offer. It could be that they just don't need what you have. It has nothing to do with liking you or not – they don't even know you!

Your action plan

1. Use the code included at the beginning of this book to gather telemarketing leads from your website.
2. Determine what you want the outcome of the call to be – a sale, a meeting, information?
3. Take the quiz on page 7 to determine how detailed your call script needs to be.
4. Go through the do's and don'ts starting on page 7. Memorize these – they are your best ally!
5. Devise your script based on some of the examples on page 8. Remember the most important part of any marketing message – describe BENEFITS, not features. People don't care about features unless they BENEFIT them somehow.
6. Write down your special phrase on a piece of paper, and put it near your phone.
7. When you feel relaxed about making your first call, schedule a time to do it. Practice what you will say a few times until it becomes almost second nature.
8. Read aloud the phrase on page 9 right before you make your first call. It will help!
9. Make the call.
10. Take notes on every call.

For some more tips, answers to your questions, and just other general help, go here: <http://www.cpsnetworks.com/chat/>, and register a username. Every few days, I hold a free webinar discussing the topics in this ebook and giving general help to those who ask for it. Once you register, you can join in on those webinars as often as you like! Check the bottom of the page for a schedule, or just sign up. I always email members 1 day and again a few hours before a webinar starts, so that if they're going to attend they won't miss it. Typically webinars last an hour, but sometimes the conversation is so good it goes on all night long!

Best Wishes!

Cheryl Lester

Cheryl Lester - CEO, CPS Networks

The very first unlimited long distance plan designed specifically for internet marketers, network marketers, affiliate marketers, and home workers.

<http://www.cpsnetworks.com>