

# FIVE STEP PHONE SYSTEM

## STEP 1: THE OPENING

Hi \_\_\_\_\_, this is \_\_\_\_\_ calling.

(their first name only)

(your first & last names)

*PAUSE*

## DISARMING

I understand \_\_\_\_\_  
(Something you know about them)

or

If you recall \_\_\_\_\_  
(Remind them how they met you)

*PAUSE*

Do you have a quick minute?

*PAUSE*

*Do Not Hesitate & Exude Confidence*

Provided compliments of **Linda Sturdivant**, Direct Sales Master Coach and  
Owner: [Annihilate Your Phone Calling Phobia](#)  
To schedule a speaking engagement or complimentary coaching session please call:  
**408 265-4147** [LindaSDOTS@yahoo.com](mailto:LindaSDOTS@yahoo.com)

## STEP 2: THE REASON

The reason I'm calling is \_\_\_\_\_

e.g. "it's been some time since we last talked and I've been thinking about you! I was wondering if I could ask you a few quick questions?"

## STEP 3: ESTABLISH RAPPORT AND IDENTIFY NEEDS

Ask 3 Questions and really listen\*:

1. Super Simple Question:
  
  
  
  
  
  
  
2. Get-her-talking or follow-up Question:
  
  
  
  
  
  
  
3. Get her Dreaming Question:

\* Take notes & Reflect back what you hear and let her clarify.  
Do not move to step 4 until you hear a "chat with a girlfriend" sound in her voice – this means you have developed rapport.

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## STEP 4: MAKE THE CONNECTION & EXTEND AN INVITATION

Ask Permission to tell her about what you have to offer in your business.

You know, I have a few ideas about that and (hesitate a bit) I'm not *sure* if this is the right idea for you, but I'd love to take a moment to tell you about it. **May I share?**

Offerings I have in my business – connect something she said to one or more of my offerings:

Consultant Opportunity:

Hosting:

On-line Ordering:

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## STEP 5: FOLLOWUP

If she says “no” to everything ask:

Is that No Not Now or No Never?

May I check back with you in a week, a month or a year?

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