

Are You WIIFME or Against Me?

A SALT Business Growth Guide

I must first apologise for the title of this article. The purpose and meaning of my terrible crime against the English language will become apparent during the course of the article. By the end, you may even forgive me.

Picture the scene. You are going about your normal daily business, just working away...

Suddenly the phone rings. The unexpected caller immediately launches into a sales pitch. A pitch that you have absolutely no interest in.

You don't want the product or service that the caller is vigorously pushing. In all likelihood, you have never heard of the company that the caller represents and yet here you are being asked (or even pressured) to give them money or to commit your valuable time or resources (by signing up, agreeing to a meeting, reading marketing information, schedule a follow-up call, supply further details, involve colleagues etc).

Sound familiar?

At this point in the conversation you are probably regretting taking the call. You may even have already told the caller several times that you are not interested, but they've continued regardless.

You may be a little like me, too polite, to the point that I will not want to be so rude as to put the phone down mid-call despite the fact that the caller is very obviously wasting my precious time and annoying me with their disregard for my wish to end the call.

It then becomes a polite but combative conversation where you try to sell the caller on the concept of agreeing to end the call, while they continue to try, in vain, to sell to you! Badly!

You are now locked in a battle to free yourself from a fruitless call. It's the ultimate lose-lose situation. A total waste for every party involved, especially you.

Some callers are so determined to continue to try to sell to you that by the time you have finally got them to terminate the call, you feel like you've gone 10 rounds with Mike Tyson.

By the time you have achieved this feat, some callers can become aggressive and even insulting, leaving you frustrated, furious and maybe even disgusted with their lack of professionalism and respect for your wishes.

It is cold-call hell and something that most of us can unfortunately experience almost every day.

Very few people respond positively to this approach and the end result is that the caller has interrupted what you were doing, wasted your time, annoyed you and probably put you off ever spending money with the company that they represent.

Is that what they are paid for? No. They are paid to generate sales and yet this is how they think they will accomplish their goal. Something is very wrong with this approach, especially if you are judging it based on how it leaves you feeling.

Is there a better way?

Of course there is. Almost anything would be an improvement, including not phoning you in the first place.

There is a way that actually works for the recipient of the call, as well as the caller. Callers must try harder to appeal to you by thinking about your needs **before** they dial your number and attempt to take up any of your precious time.

Callers need to put themselves in your shoes and start the call by being on **your** side, representing your point of view. To this end, their earliest statement has to demonstrate the value of their call, and ultimately answer your **big question** (whether you express it or simply think it).

What's

In

It

For

ME?

WIIFME? Get it? Some people will ask 'Why do you use a single initial from each word and yet you use 'ME' at the end as a whole word? The answer is simple (aside from the obvious convenience). The prospective customer (person that you expect to spend money with you) is always the most important person in the conversation. The caller's job is to help the recipient of their call (you, the customer) with their needs.

Why else would a complete stranger call you out of the blue and expect you to give them any of your time? Their agenda must benefit your agenda, if you are to be at all interested.

This holds the caller to a higher standard than the traditional, wasteful sales call that is described at the beginning of this piece. They have to be sure that they are offering something that you will value, before they call you.

Like it or not, this is how we judge most of our interactions. We ask ourselves 'Is this worth my time'?

The earlier in the call that they can let you know **What's In It For You** (WIIFY), the earlier you can talk productively about something that should benefit you.

This is how the caller can start a dialogue that is potentially worthwhile for both parties. You, as a customer can achieve a valuable result, the caller creates another satisfied customer and gets paid. Win - win all round.

Here is how it should go. It is a very different call that starts with:

'I am calling you because our services help clients in your industry to double their earnings / halve their costs / double their profit margins / solve this common, costly problem, etc, etc.

The right statement will provide all of the incentive needed for the recipient of the call to want to follow through and achieve this end result.

After all, who wouldn't want to double their earnings or cut their costs in half?

From this point on, it is up to the caller to live up to their initial premise, so the opening gambit, must be true and achievable. In other words, the promise that you make at the very beginning of your interaction with the prospective client has to be the result that they will achieve by spending their money with you.

Furthermore, for the result to be worth the customer's time and effort it must be significantly greater than the cost of achieving it.

That is a call that is worth receiving.

The Cold-Call Truth

Most individuals and companies do not buy from a cold call, especially a bad one. Most people prefer to be in control of the way that they spend their money on goods and services and will spend time studying their options to make sure they get the best deal.

A good call needs to acknowledge this and work with prospects, not against them.

This may shock many organisations that engage in the type of cold calling that I describe at the beginning of this article. I make no apologies for this. It is time that they woke up to the fact that they are annoying people and wasting their time.

It is also obvious that they are failing to look after the well-being of their employees by asking them to engage in activities that will yield no significant results, leaving them demoralised.

This realisation should also force them to indulge in a little soul-searching while they re-evaluate their entire approach and their value.

These are just some of the questions that I recommend that the ask themselves.

- Does anybody really benefit from using our products or services?
- Can we offer any genuine value to prospective clients?
- Can we guarantee to deliver a valuable and worthwhile result?

Only if the answer to these questions is a yes, should they formulate and use a WIIFME approach that truly reflects their offering and capability.

If a caller cannot deliver a truthful WIIFME statement and then fulfil that promise, it is not worth them picking up the phone. They are wasting their time as well as that of the unfortunate recipients of their calls.

It would appear that their company's problems run much deeper than just making terrible and unwanted phone calls. They may need to evaluate their products and services and the value (if any) that their customers gain from using them.

I suspect that there are many businesses out there that need to go all the way back to the drawing board, especially if they want to have a sustainable business that they can be proud of.

Tips to cut the number of cold calls that you receive:

- Register your telephone numbers with the TPS service. <http://www.tpsonline.org.uk>
- Employ some gate-keeper strategies.
- Be selective with where you publish your telephone numbers.
- Be aware of who you share your details with. Do they guarantee not to sell your contact details?
- Do not publish individual extension numbers or mobile phone numbers.
- Use facilities to screen calls and deter cold callers.
- Formulate and publish a policy for cold-callers to follow, including your definition of a cold-call and the rates that you charge for your time. By calling you, you can assume that your published terms have been accepted. Feel free to invoice for the time that is wasted by cold-calling organisations.

Call SALT Business Growth for expert help. 0208 873 0073

What Does Your Organisation Need Help With?

Project Your Best Possible Self

Do You Need To Find A Better Way To Make Effective Contact With Your Target Clients?

WE can help.

Does Your Business Need Help to Formulate Great WIIFME Statements?

WE can help.

Does Your Organisation Need An Expert To Help Develop a Winning Sales Pitch?

WE can help.

Do You Need a Hand to Uncover The Real Value(s) That You Can Offer Your Customers?

WE can help.

Does Your Sales Team Need To Perform At a Higher Level?

WE can help.

Learn How to Make Your Most Effective Sales Calls Ever.

WE can help.

Protect Your Business

Do You Need Help To Limit The Number Of Sales Calls That You Receive?

WE can help.

Do You Need Ways To Defend Against Forceful Sales Approaches?

WE can help.

Do You Need Help To Cut The Disruption Caused By Bad Cold Calls?

WE can help.

Would You Like a Hand To Produce a Great Policy for Handling Nuisance Calls?

WE can help.

Do You Want To Make Sure That You Never Miss a Great Opportunity That Starts As a Sales Call?

WE can help.

Increase Performance

Want to Learn How To Create a More Motivated Workforce?

WE can help.

Yearn For An Ego-Free Organisation? It's Possible.

WE can help.

Grow Your Business Profitably, Sustainably and Ethically

WE can help.

Gain Your Best Ever Results

WE can help.

Did You Find This Article Useful?

SALT Business Growth have many years of in-depth expertise in this area and can help to guide you through the process of gaining new paying customers through the execution of effective sales calls. The high-performance methods that we demonstrate and train are ethical and designed to meet and exceed the expectations of potential customers.

While we are well-known for helping our customers to make more money, it is our ability to demonstrate and deliver these skills to our clients that marks us as true experts in the area of sales generation. We ensure that each of our customers are equipped to create their own satisfied customers in both the quantity and quality that their business needs.

Learn how to create a comprehensive set of processes and procedures that produce volumes of happy customers, at will. Learn what goes into an effective and well-received sales call. Become proficient in sales conversations and increase your level of new customers, income and profit.

Alternatively, learn how to guard against the disruption caused by non-productive callers.

This is all part of our mission at SALT to cut the high rates of SME business failure through directly increasing the ability for companies to become more successful.



Call us today to get started. 020 8873 0073.

If you like this article and know a business owner or worker that will benefit from this guide, then feel free to share this with them and let people know that this is a valuable guide.

