



LEARNING GOAL

Making a Warm Call to a Prospective Client



Warm-up

How will you impress a prospective client on a follow-up call?





Situational Dialogue

Listen to the audio.

Abby: Good morning, Mr. Brown. This is Abby from Allie Swan. We met at the **trade fair** last week.

Tracer: Oh, Abby! Good morning!

Abby: I am calling to ask if you have the intention to cooperate with us. Our companies can both benefit from expanding into an **affiliate** market by distributing each other's products.

Tracer: Actually, we should hold a meeting before making a decision.

Abby: No problem. I will send you some information about our company including the **product categories**.

Tracer: Thank you!

Abby: In the meantime, if you would like to discuss any other points, please don't hesitate to call me directly.

Situational Dialogue

Read the dialogue and answer the questions.

Abby: Good morning, Mr. Brown. This is Abby from Allie Swan. We met at the trade fair last week.

Tracer: Oh, Abby! Good morning!

Abby: I am calling to ask if you have the intention to cooperate with us. Our companies can both benefit from expanding into an affiliate market by distributing each other's products.

Tracer: Actually, we should hold a meeting before making a decision.

Abby: No problem. I will send you some information about our company including the product categories.

Tracer: Thank you!

Abby: In the meantime, if you would like to discuss any other points, please don't hesitate to call me directly.

Learning Goal

..: Making a Warm Call to a Prospective Client

Start your opening in a warm, friendly, and professional manner "Good morning, Mr. Brown. This is Abby from Allie Swan."

Summarize the key points or mention your purpose

"I am calling to ask if you have the intention to cooperate with us. Our companies could both benefit from expanding into an affiliate market by distributing each other's products."

Say that you will call back or arrange a meeting

"Actually, we should hold a meeting before making a decision."

Close a call clearly and politely

"In the meantime, if you would like to discuss any other points, please don't hesitate to call me directly."

Oral Practice

Scenario:

You are calling your client about the offer that you mentioned at the trade show. Mention the key points and benefits of your offer.

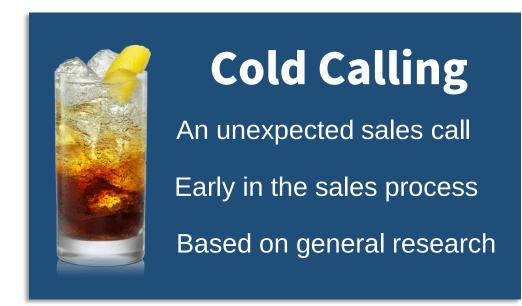


.:: Key expressions to make a warm call:

- Start your opening in a warm, friendly...
- Summarize the key points or mention your purpose
- Say that you will call back or arrange a meeting
- Close a call clearly and politely

Coffee Break

Cold Calling v.s. Warm Calling







- 1. Have you tried calling your client using these calls?
- 2. Which sales call is the most effective?

<u>Overview</u>

Keywords and expressions

trade fair/ affiliate/ product categories

Key expressions to make a warm call to a client

- 1. Start your opening in a warm, friendly, and professional manner
- 2. Summarize the key points or mention your purpose
- 3. Say that you will call back or arrange a meeting
- 4. Close a call clearly and politely

