

A Guide to Richer Conversations

Redefining the Sales Approach (One Call at a Time)



At Aircall, we know that when you create a strong experience for prospects and customers alike...

you're bound to see results

Fostering connections, being helpful, and creating an impactful customer experience is how we thrive.

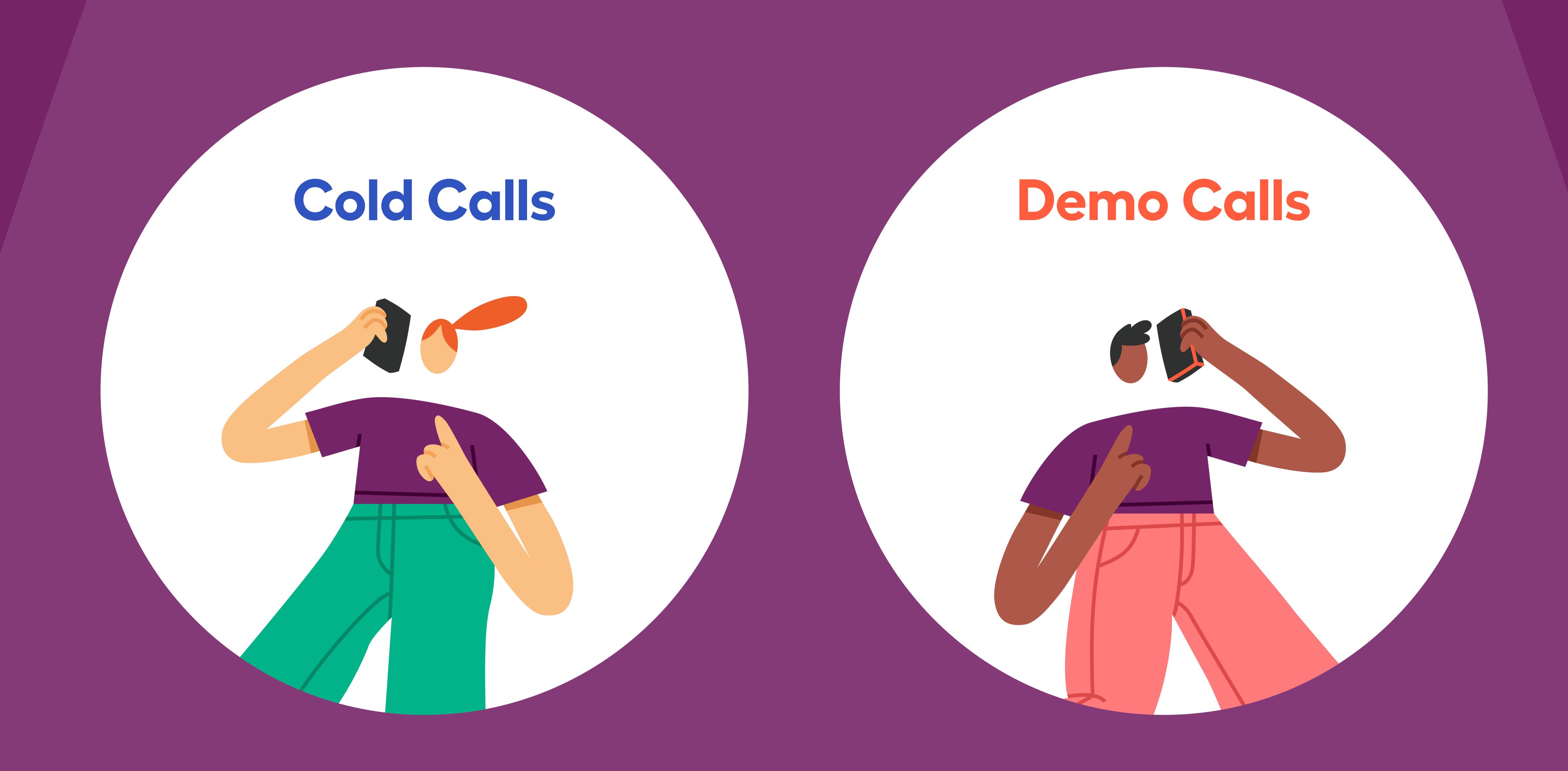
We want to empower every professional to harness the power of customer satisfaction – and ultimately revenue – to their daily activities, so they can reach their sales goals.

Let's take a deep dive.





Let's have a look at our usual Sales calls







- 1. How to drive satisfaction
- 2. What if the best script isn't a script?
- 3. Keep a finger on your sales triggers
- 4. Follow up

1. How to Drive Satisfaction

Creating a moment of connection with someone who has never heard of you or your product requires creativity, subtlety, and genuine interest.

You need to cut through the noise and earn a conversation with a prospect.



Do your research.

Figure out how your prospect spends their time, what their interests are, and how your product or service fits into that.

Google the person's name.

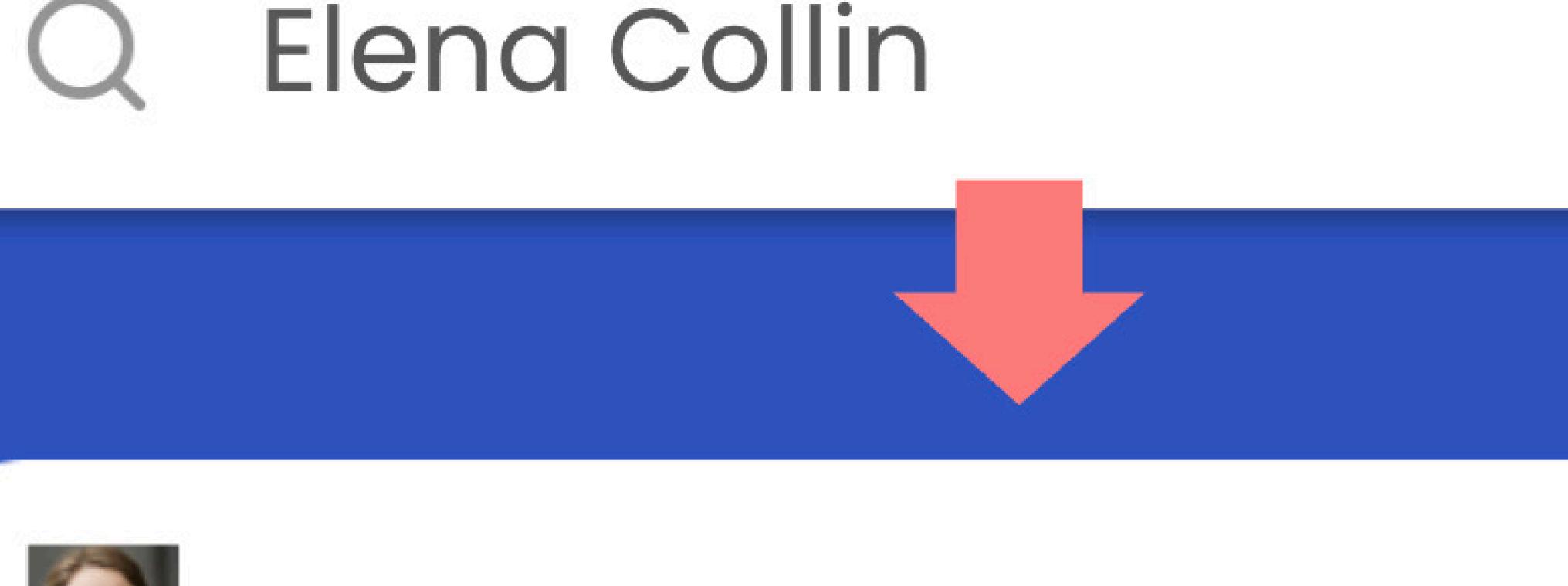
What are their most recent interactions? Which topics are top of mind for them?

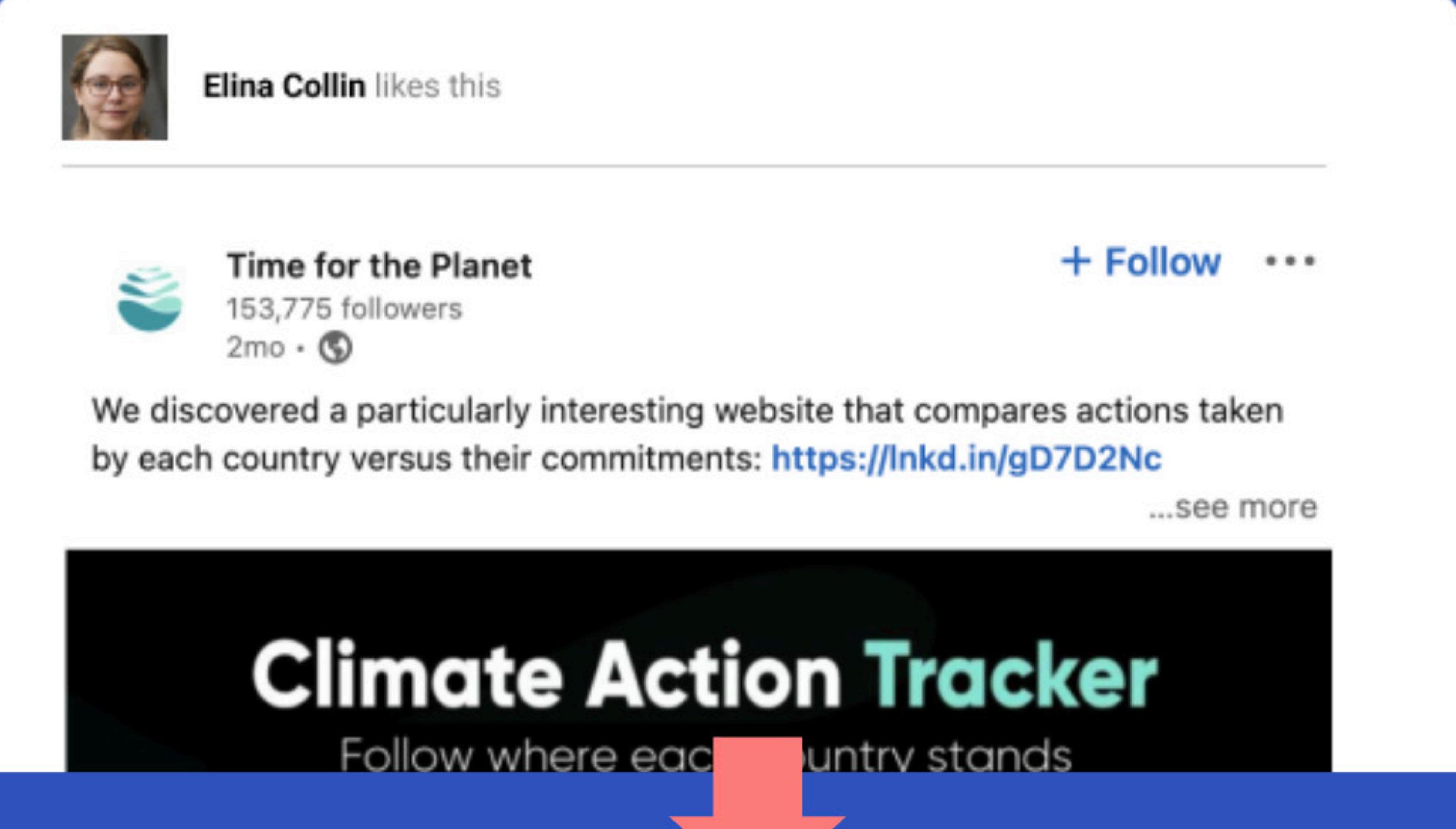
Research

Identify the

connection

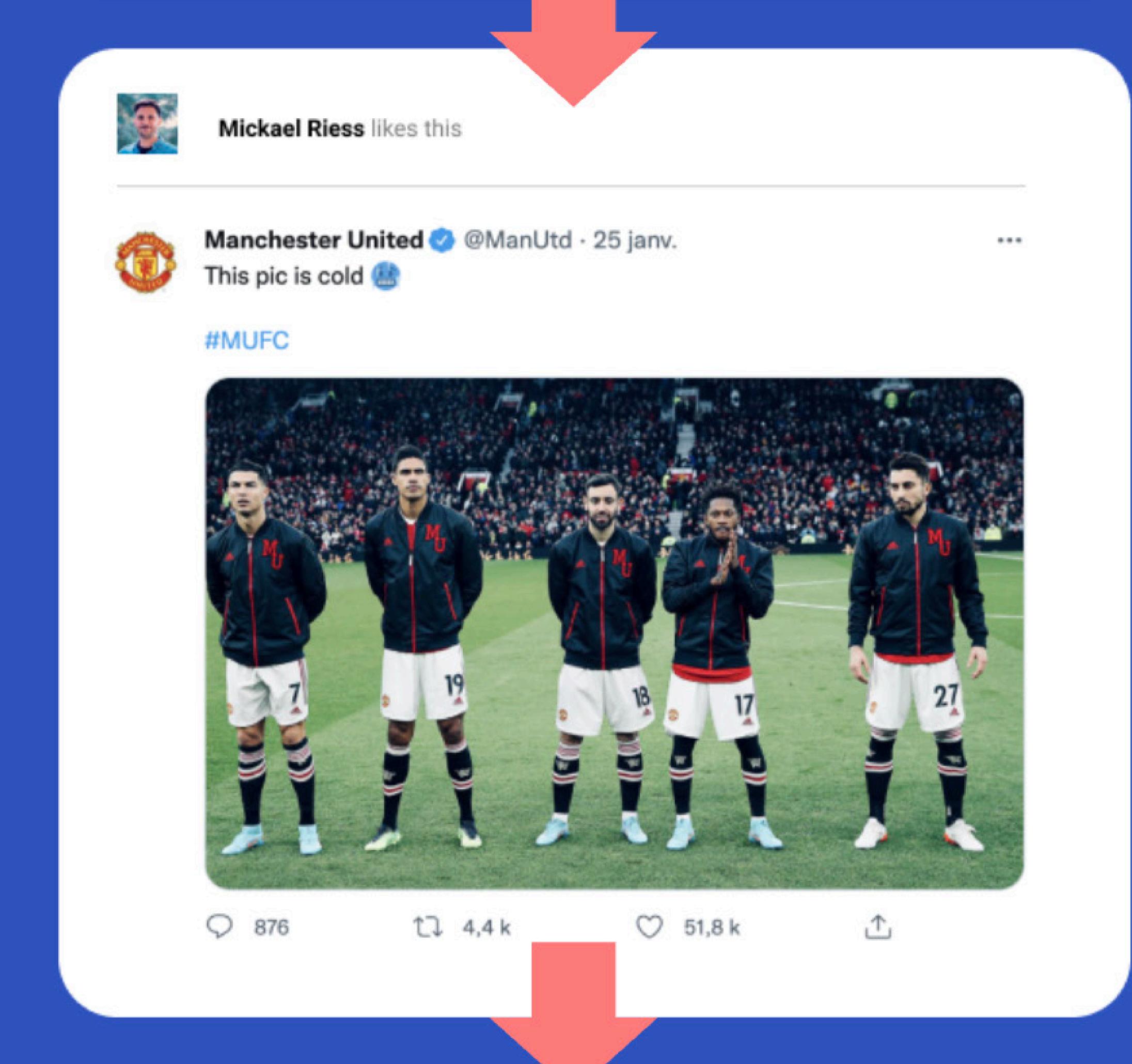
Personalize the blanks





"Hi Elena, as a fellow Time for the Planet contributor, I was wondering if you noticed how phone softwares contribute to carbon footprint reduction."

Q Mickael Riess



"Hey Mickael, as a fellow
Manchester fan, I wanted to
discuss if you have a better
strategy than Cavani when it
comes to your business phone
solution."

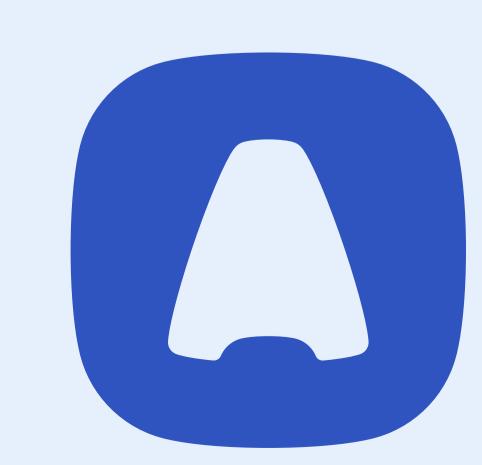
Q Max Temple



"Hey Max, I noticed that you're into hip-hop. Do you have a minute to hear my 8 bars about your current phone solution?"

Pro tip: Don't be a stalker.

Only go for publicly
available information and
don't make it too personal!



2. What if the Best Script isn't a Script?

There's a lot of value when using a script: your narrative is consistent, and you gain time & productivity.

That said, put your listening skills to the test and adapt your communication to each prospect to bring surprises.



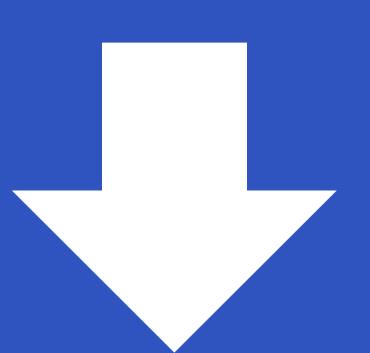


Keep it fresh.

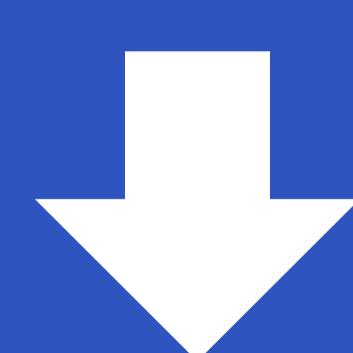
Change your script each month. Learn from what's worked and what hasn't, adapt accordingly, and don't come off robotic.

Pro tip: Create two scripts
and see how each performs
within a month. Then keep the
best-performing script and work
on a new and fresh one to test
it against the following month.
Test and repeat.

Month 1 script



List your
learnings:
What worked?
What didn't?



Month 2 script

Hey _____, this is _____ from ____.
I'm calling because our [industry] solution
can help you solve your business problems.
Do you have a few minutes to chat?



Mentioning a contact at their company created connection



Not specific enough

Hi ____, this is ____ from ____

[Use Case like Sales/Support] teams like yours have found immense value in our product.

Do you have a minute to learn more?

3. Keep a Finger on Your Sales Triggers

Understanding the conditions in which your prospects are most likely to buy will not only help you find even more prospects, but it'll also help personalize your outreach to their needs.

Hiring people in sales or support
Opening new international offices
New funding
New job change
Top performing players leaving
to other companies



4. Follow Up

Personalize this template to help build on this relationship with your prospect, as well as foster the connection between them and your account executive.

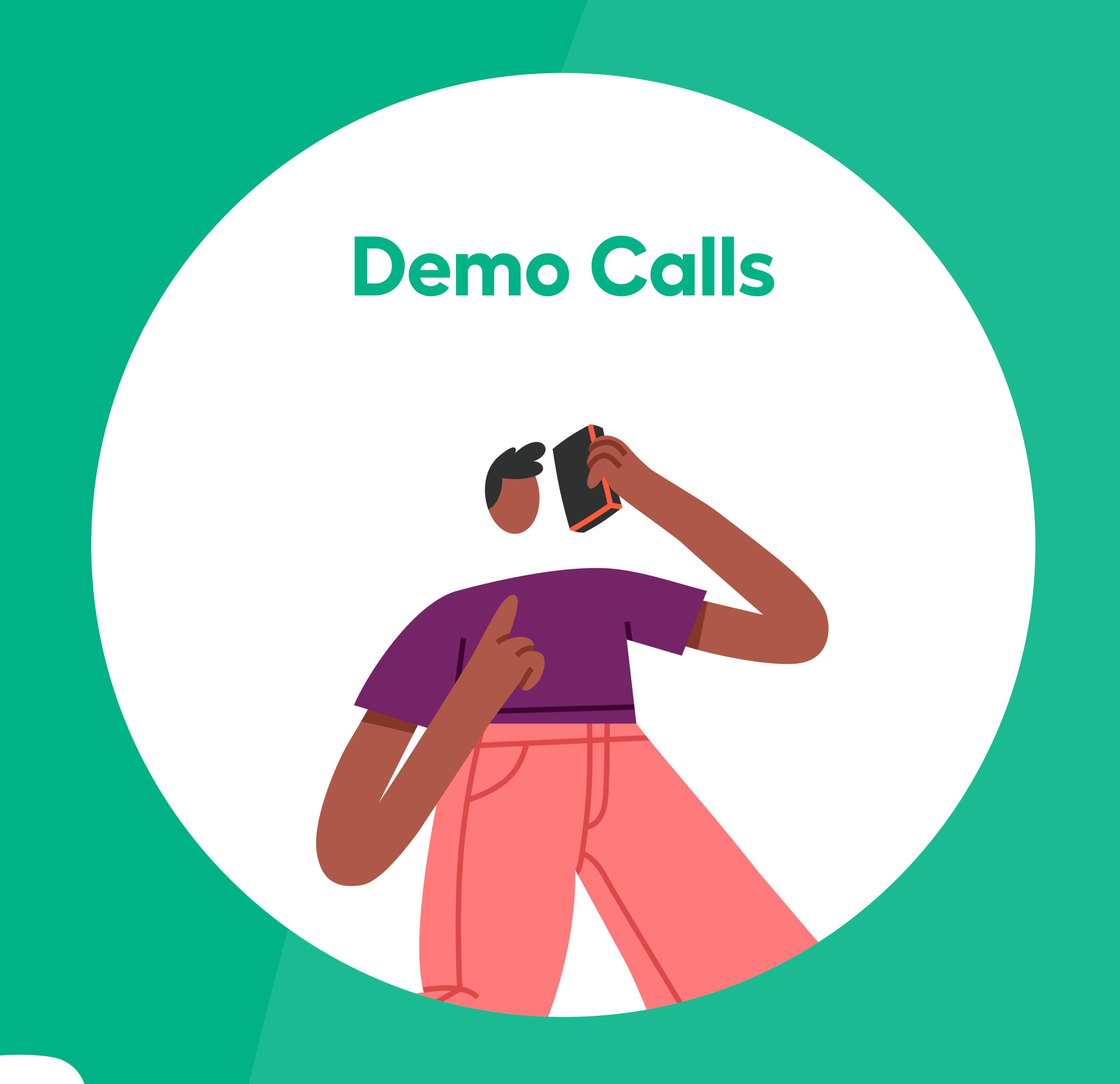


Just to align on our conversation earlier, you're looking for (business value). This will ensure (business outcome).

And in order for this to be successful, you'll need (capabilities).

As mentioned before, (metrics + decision process) guarantees that (cost of inaction) doesn't happen. I think (your product) is the perfect fit for you to achieve your goals. Let's organize a meeting with (person from your company) who will make sure your needs are met."





A demo call is the perfect opportunity to sell the prospect on the value of your product—don't let it flop!

Focus on how your solution adds value and personalize your presentation to fit their needs.

Demo Calls

1. Find the WOW moments

- Aim for two "wow" moments per demo
- Establish a clear picture of their problems so you can showcase relevant features
- The bigger the problem solved = the bigger the WOW!





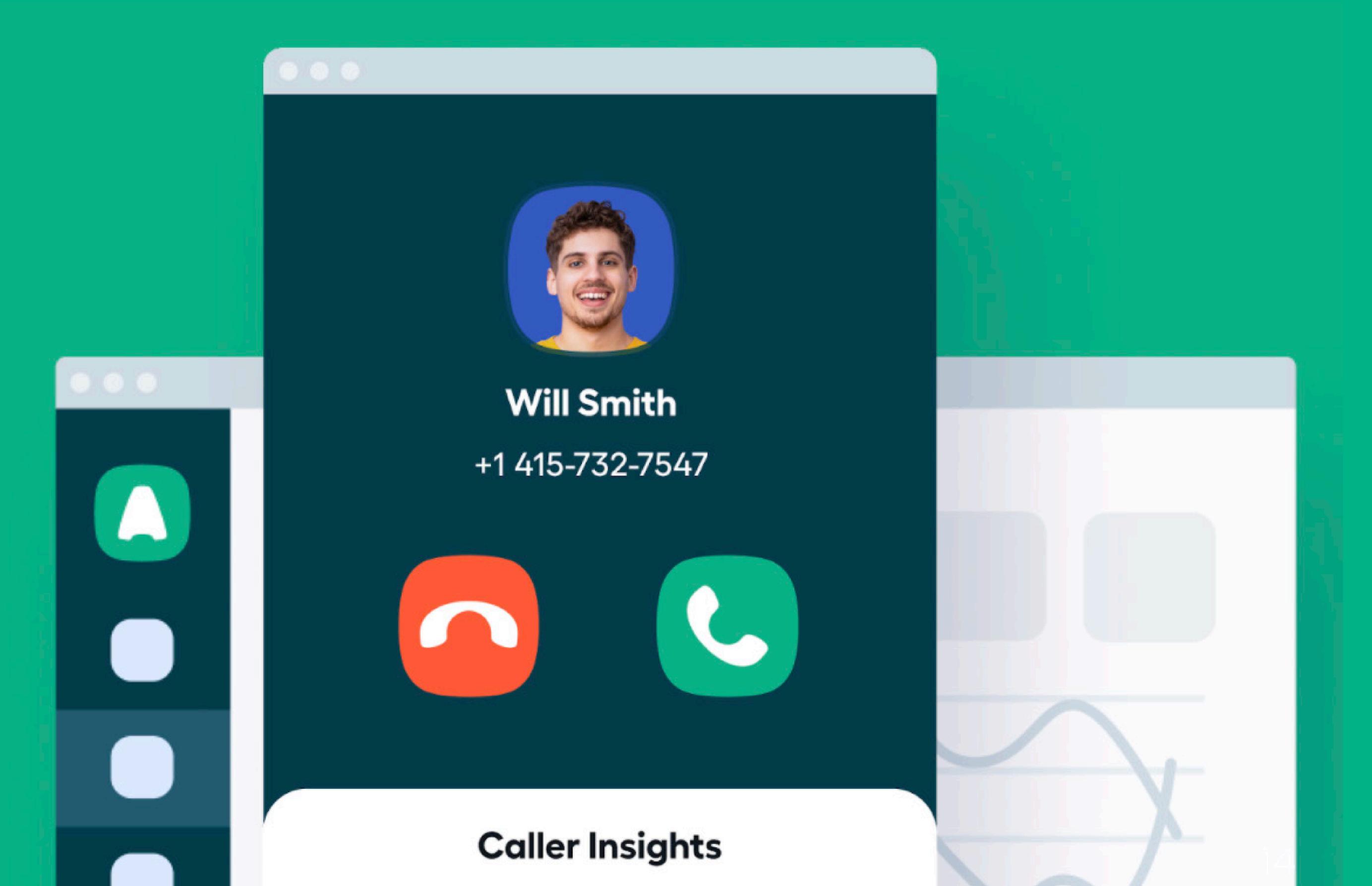
Demo Calls

2. Make it personal + make it about them

When conducting a discovery call, try to get more insight into the prospect's interests.

Rely on that information during demo calls to create a more relevant and engaging demo experience.

For example, if a prospect mentions their favorite sports team, TV show, or movie, use some associated names in your product demo.





Demo Calls

3. Go the Extra Mile

- Set up a Slack channel for your trial accounts so they can easily contact you, and you're on hand to answer any key questions that may come up. It's also a great way to keep the communication open and ongoing, particularly in this initial "getting to know you" stage.
- Add all trial users on LinkedIn and check in on their progress. This helps build on the relationship you're establishing with your prospects, and adds another layer of trust and confidence.



Learn how Aircall can help your team reach their sales goals

aircall.io/signup



