

ANTHONY STEARS

CONVERSATIONS

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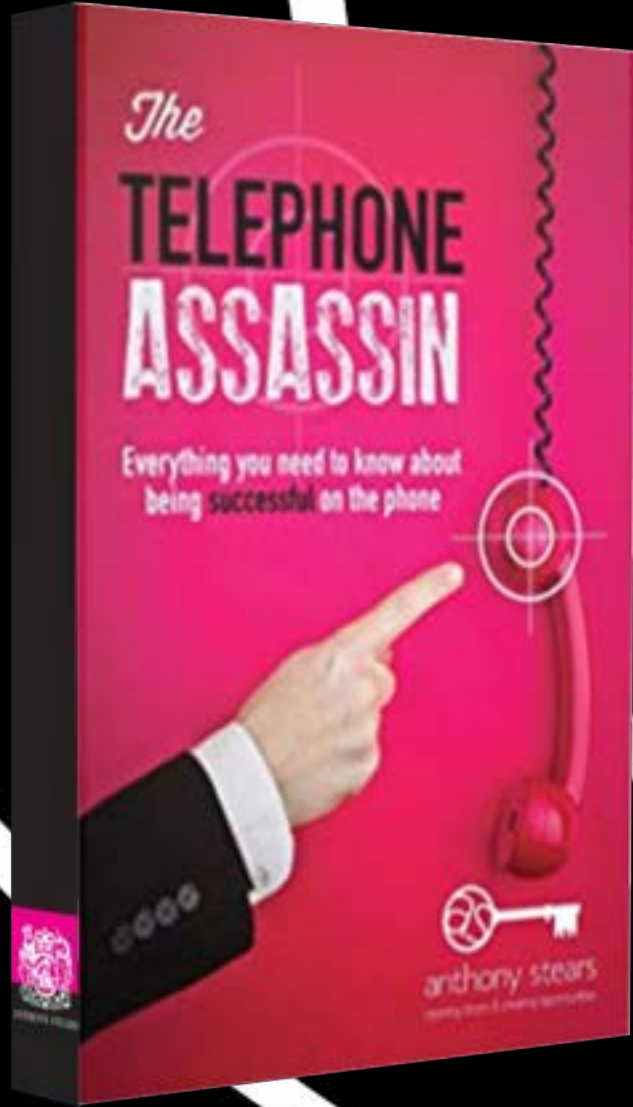


UKINBOUND
THE VOICE OF INBOUND TOURISM

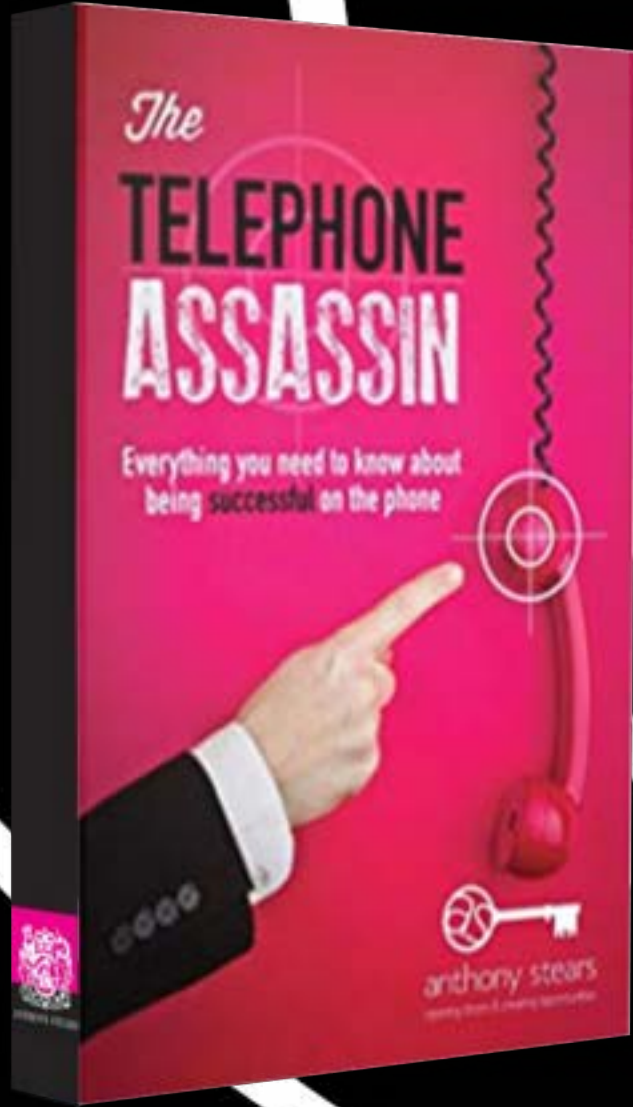
@PhoneAssassin

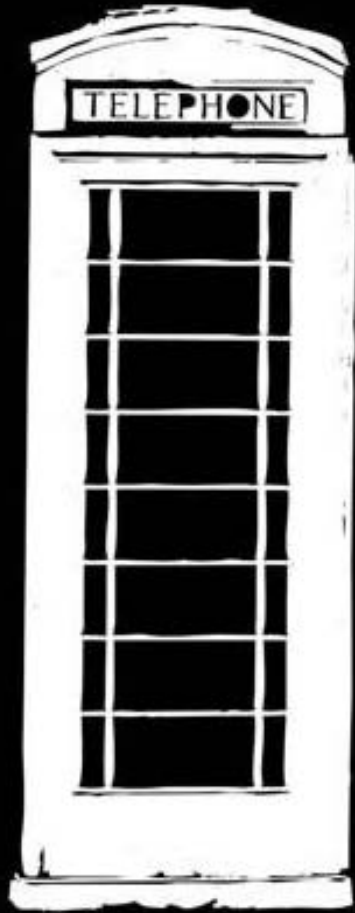
#MakeEveryCallCount

#UKiCon23









The emotional
journey to decide
to buy

WWW.ANTHONYSTEARS.CO.UK



drive

conversations

like

THE STIG



5

CONVERSATION
“STEARs”



The
**Golden
Rule....**



P T S

PERMISSION

TO

SPEAK

Building Rapport



Good Manners

Research



to be best in any
point of view.

Credibility

quality of being
believable or tru
established reli





Laura McInerney



Anthony's marketing has been an eye-opening experience, to be honest, this is the first time I've ever felt like a professional. I've been in the industry for 15 years and I've never felt like I've been part of a team that's so supportive and so focused on helping me succeed. It's been a real pleasure to work with you and your team, and I look forward to continuing our collaboration.



Laura McInerney

PRO MOBILE CONFERENCE



sara walker
Marketing & Events



My client's conference can be a tough crowd when it comes to accepting outside speakers. But, I shouldn't have worried. As I surveyed the audience of self-employed Mobile D's, I saw even the most reluctant of our group taking lots of notes and laughing uproariously.



The response to Anthony's high-energy presentation was better than we could have ever hoped for. He tailored his keynote and workshops to specifically fit the very specialised crowd, you wouldn't have known that he wasn't a Mobile D himself! Each and every comment about Anthony's keynote was enthusiastically positive. The fact Anthony taught our delegates we already producing dividends in the form of increased sales and customer satisfaction.



We look forward to working with Anthony again in the near future.

Repeating / increasing / raised / keynote / first / Q&A / 1st person / 20+ delegates / feedback / industry / increased sales / customer satisfaction

1.618



Tyrone Hodgson
Director - M20 Group

I was referred to Anthony via colleagues of mine in Johannesburg. I was looking for a large personality that could re-energise our sales team. I was looking for someone who could motivate, train, inspire and grow our team. Anthony all we were looking for and more. His approach encourages the team to participate. A huge thanks to Anthony for his work so far.



Finance / health insurance / training / agents / change / maintain / improve conversion rate / helping customer buy / fixed conversion / looking more sales / hitting target

MADE



Anthony spoke at MADE: The Entrepreneur Festival in Sheffield. This is one of our biggest events of the year which attracts over 1000 delegates all into one room at the same time. Anthony delivered his 'Killer Sales and Techniques' keynote.

The reaction from the audience was great, with Anthony ranking as one of the most popular speakers on the day. His delivery was natural and the content engaging. I would definitely recommend Anthony for other conferences and events, and I look forward to working with him again in the future.

Paul Clark



Keynote / 1000+ delegates / main stage / 1st person / entrepreneurs / most popular speaker

#Success

#Family Fun

#Amazing Service

#Relaxing Stay

#Business Trip

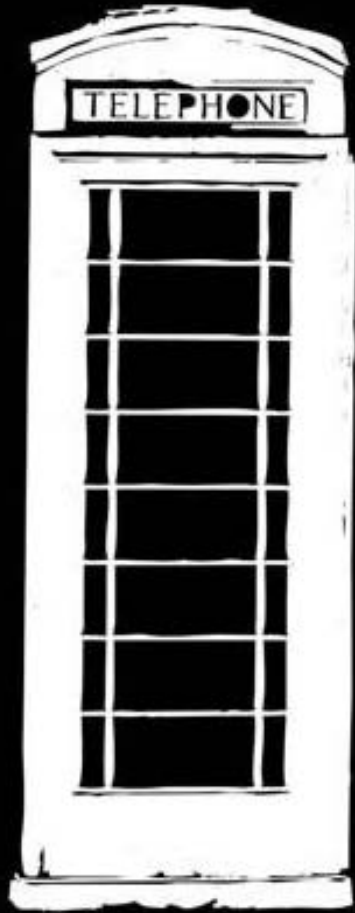
#Team Building

#Great conferencing facilities

#Returning visitor

#Large Group Activities

#Great value for money



Thank You = Ask

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Creating urgency.... an easy next step

The
**Golden
Rule....**



TFR

TAKE

FINAL

RESPONSIBILITY



ANTHONY STEARS

CONVERSATIONS



What challenges
do you face?

@PhoneAssassin
#MakingEveryCallCount



NATIONAL 2023 SALES CONFERENCE.

THURSDAY 23 NOVEMBER - BIRMINGHAM



UKINBOUND



Steve Head
Performance &
Wellbeing Coach



Zena Everett
Time Management &
Productivity Coach



Mike Soutar
Investor & Adviser /
BBC's The Apprentice



Caroline Goyder
Communicate with
Confidence, Influence &
Authority



Chris Brindley MBE
Former MD of Metro Bank,
& Chair of Rugby League
World Cup 2021

INDIVIDUAL TICKET: £316+VAT

USE CODE **UKINB20** FOR DISCOUNT

NSConference.co.uk/book-now

**EARLY BIRD ENDS
30 SEPTEMBER**

ANTHONY STEARS

Conversations





Anthony

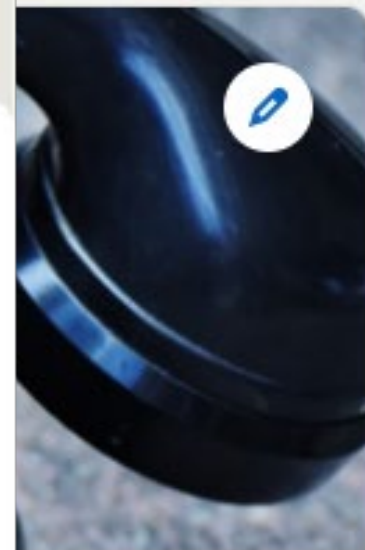
Telephone As
from hiding b
Greater Readin

500+ connecti



Anthony Stears - Keynote Speaker

Telephone Assassin - Making Every Call Count -
stopping people from hiding behind their emails



peaking



NATIONAL 2023 SALES CONFERENCE.

THURSDAY 23 NOVEMBER - BIRMINGHAM



UKINBOUND

**PROVIDING LEADERS & TEAMS WITH SKILLS
TO WIN & RETAIN MORE BUSINESS**

TABLE OF 10: £1,960+VAT

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**EARLY BIRD ENDS
30 SEPTEMBER**

Reading between the lines and the power of implication

“I didn’t say he stole the money”

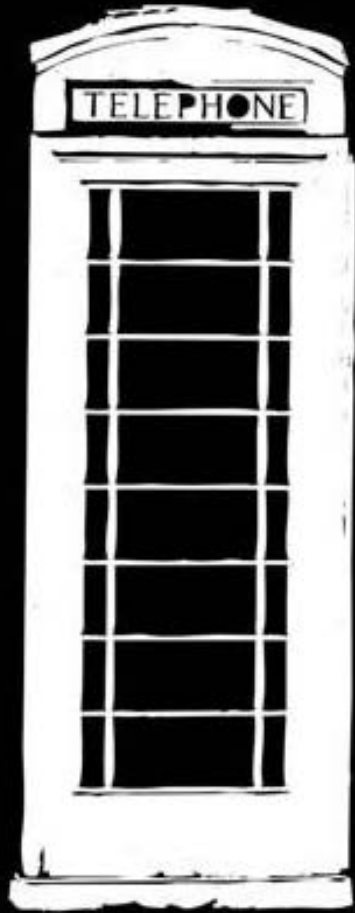
Anthony Stears
conversations

WHO



GONNA

CALL?



KPI's that count

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FLP - spreadsheet template - Microsoft Excel (Trial)

File Home Insert Page Layout Formulas Data Review View Add-Ins

Clipboard Font Alignment Number Styles Cells Editing

Calibri 12 Wrap Text Merge & Center

General Conditional Formatting as Table Cell Styles Insert Delete Format AutoSum Fill Sort & Filter Find & Select Clear

G2 10/1/13 I meet john at B4 networking and talked about his new salon in Warwick. Said to call start of feb before grand opening. Going to turkey with wife end of Jan. Wife works in salon part time reception.
 1/2 I called but no answer at 10:30am, try to call back. I called at 2:30 and got v/m but didn't LM. I called at 5pm and lmtcb on v/mBghg
 2/2 Called me back and left message saying will be free to catch up Wednesday am (before 11:30 meeting)
 6/2 call at 10am

	A	B	C	D	E	F	G	H
1	source	name	contact details	type	grade	action	notes	follow up
2	Networking	John Smith - MD	Number, Address, Email	Partner - salon owner	3	Send info	10/1/13 I meet john at B4 networking and	06-Feb
3	Friend of Jane	Sarah Smith	Number, Address, Email	Partner - Mum	4	arrange meeting	10/1/13 Met Jane at school and talked about	08-Feb
4	PT - Referral	Dave Jones	Number, Address, Email	Client	5	Set up trial	10/1 Dave suffers with and takes	asap
5	My doctor	Dr Bloggs	Number, Address, Email	Introducer	2	arrange meeting drop off fliers	Dr Bloggs agreed to give out leaflet/recomm	asap
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								

Sheet1 Sheet2 Sheet3

Ready 112%



What other challenges
do you face?

@PhoneAssassin
#MakingEveryCallCount

Call Structure

- 🎯 **Intro and teaser**
- 🎯 **Establish future need**
- 🎯 **Timing / objection handling**
- 🎯 **Next action**
- 🎯 **Take final responsibility**

Building rapport on the phone









- 📞 Make them feel special
- 📞 Be open and honest
- 📞 Manners are a tool
- 📞 Demonstrate preparation
- 📞 Put your money where your mouth is
- 📞 Professional yet personable
- 📞 Do what you say
- 📞 Listen and pay attention
- 📞 Make lots of notes

Anthony Stears
conversations

Top tips for follow-up calls

- 📞 Read your notes / message
- 📞 Introduce you and the company
(get permission to speak)
- 📞 Confirm/enquiry about issue
- 📞 Clarify understanding
- 📞 Explain what will happen next
- 📞 Check they understand & accept
- 📞 Take final responsibility

Self Motivation

-  Smile
-  Start easy
-  Its not a cold call
-  Get comfy and relax
-  Be professional
-  Best & worst
-  Avoiding rejection
-  Reward is better than punishment