

# Episode 28 - Worksheet

## MASTERING PHONE SALES - Effective Communication



Date :

*"Communication is the key to success in any business." - Richard Branson*

1. When describing a product or service to a client over the phone, what are some techniques you can use to ensure your message is clear and easy to understand?

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2. How can you show a client that you're actively listening during a phone conversation? Provide at least two techniques that demonstrate active listening.

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3. If a client's speaking style is slower and more reflective, how should you adjust your tone and pacing to make them feel comfortable? Explain why this adjustment is beneficial for the conversation.

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4. Why is it important to be transparent with a client if you don't know the answer to their question? Describe how this approach builds trust in a professional relationship.

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