Great Phone Techniques for Marketers, by David Mastrangelo, MLM specialist  
  
Anyone who has achieved success in [marketing](http://en.wikipedia.org/wiki/Marketing) knows how to win over people using eye contact, handshakes, body language, and voice. With phone calls, however, sales professionals rely solely on their voice and choice of words. Here are some tips on fine-tuning those vital phone skills.  
  
1. Work from a quiet, comfortable space. Background noise and other distractions can cause a prospect to doubt your professionalism.  
  
2. Use effective scripts and rehearse them with at least five people so you sound natural and feel at ease. An effective opening is critical. It should include your name, your reason for calling, and what the prospect has to gain. Know your material so you are speaking, not reading the information. In the beginning, use an outline or bullet points to keep you on track.   
  
3. Prepare by practicing the prospect’s name and noting where you’re calling to establish rapport on topics such as weather or local sports teams. Be clear on why you’re making the call: to make initial contact, present the opportunity, follow up, or close the deal.  
  
4. When making a call, remember these vital points, don't rush, don't push and listen to the responses and you will achieve success.  
  
5. Remember that you have less than 30 seconds before people decide to hang up. Be confident and warm. Some marketers learn to match the prospect’s mood (low key vs. upbeat) to aid establishment of the phone relationship.  
  
About the author: David Mastrangelo began his career in multi-level marketing (MLM) in 1983, and currently serves as an executive, consultant, and trainer.