

Bob Abrames
Salesologist
Voyageur
416~518~1138
bob@abram.es.com



60 Seconds to Qualify Callers

1) Thanks for **BOOKING** with _____ - this is _____.

The caller will ask for something to somewhere – a “PP” question. Listen – make notes.

2) I can **HELP** you with a **BOOKING** to _____ if I can ask you some questions, **MAY I?**

The **BUYER** will have to say yes – the Non-buyer will start feel hit-on!

This is the time to talk about **SERVICE FEES** and **INSURANCE** if applicable.

3) Let me get a **BOOKING SHEET** to **WRITE** down the details of **YOUR TRIP**.

My name is _____ - could I have **YOUR NAME** please? (First – Last – Title)

Treat them as a **BUYER** if we want to be treated as a **SELLER!**

4) Have you **BOOKED** with us before *Mr. Caller*?

This is called a **SECONDARY ISSUE**. **LISTEN** for confusion – **HELP** them **HELP** you. Build rapport!

5) You said you wanted to **BOOK** _____ *Mr. Caller*.

Repeat what they asked for – make sure they understand we are listening.

6) This is for a **DEPARTURE** from _____.

Establish a departure point – they can't **LEAVE** if they're not **BOOKING**.

7) Could I have an **EXACT DEPARTURE** date please? – And your return date?

If they don't have one – give them one – and get them to agree!

8) How many **PASSENGERS** is the **BOOKING** for *Mr. Caller*?

Get the other names, ages, occupancy – etc.

9) Make a statement that implies we **EXPECT PAYMENT** at some point?

Ask **ANYTHING** that **INSINUATES** we **EXPECT** to be paid! **DO NOT** ask for the payment!

10) Could I please get a telephone number (email) to **OPEN YOUR FILE** *Mr. Caller*?

Now that YOU know their WANTS - HELP them with their NEEDS!