

Guiding a caller to take the next step

Anatomy of a successful sales phone call



Conversation tips

Behavior tips

Early call

- Get the caller's name
- Ask clarifying questions

Be polite

Mid call

- Offer to help
- Build on the information the caller provides

Have fun!

Late call

- Discuss the details
- Get the caller's number

Provide your contact info

The Conversation Matters

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