

**Newsletter from Boyd Butler at [www.greatlegalmarketing.co.uk](http://www.greatlegalmarketing.co.uk)**

**Your Sales Prevention Department Needs Dismantling**

It's Friday so here's the freebie.

I'm so convinced that you have a sales prevention department that I want to prove myself wrong.

Because if I am wrong I'll sleep more easily. The only thing is...I bet I'm right.

You see listening in to a few of my clients phone calls over the last week I've discovered what I always thought to be true.

**People just don't realise what they sound like when they answer the phone.**

They don't listen, they don't ask intelligent questions, they don't even ask the client to pop in.

They are too busy thinking about the email they are going to write to the prospect because isn't that what sales is all about? Writing emails.....

COME ON PEOPLE!

**If someone phones you how do you respond?**

Have you got a script that allows you to answer the call in a "perfect, tested and profitable way"?

So, what's the solution?

Firstly I recommend listening to the calls you take - (your performance will improve fast)

Secondly make a note of all the things you do right and wrong. And improve it.

Thirdly, get a script together of what you want to do, how you want to listen, the questions you need answered, what you should say and how you should maximise the liking, trusting and communicating of the call.

**But How Can I Do All This Boyd, I Don't Know How To Record Calls?**

That's where Friday Freebie comes in.

I'll make it easy for you. I'm going to give you for gratis a way for you to record your calls and track them from your website.

No money at all will you have to pay unless you want to keep the system on for more than 7 weeks. I'll pay for the first 49 days - why? Read the PS

And after that it's less than a price of a pizza per month. Which if you can't afford then I understand. After all Pizza is more important than profits right?

I make this offer to all of you. And do you know why I can do this?

**Because I know that 97% of you won't take up this offer.**

It's too much hassle.

You don't want to.

You're not responsible for marketing.

You're afraid of your website manager or the partner or someone you have to report to.

Oh well....I could go on and on.

But for the 17 of you that do take me up I think you'll be dismantling your sales prevention department brick by brick over the next few months.

How about it?

Boyd

**PS Why will I pay? Because I want 17 testimonials and it's worth hundreds of pounds for me to get them. Because when you say independently that you find it useful I'll be emailing again with the results.**

PS If you have friends on the legal profession send them this email. If you have enemies then don't.

PPS posted a story about how to use LinkedIn on [www.greatlegalmarketing.co.uk](http://www.greatlegalmarketing.co.uk) (remember that's where we first met?)

Oh yes, nearly forgot - if you are in the marketing expert

field and don't get anything from me because you are really great at marketing then you can unsubscribe...just let me know

Have a great week end and remember...

"We live in a world that offers no guarantees only opportunities..."

Although I prefer Da Vinci's

"Look at it from another angle".

(no, not Dan Browne - the other Da Vinci ;-)