EFFECTIVE SALES COMMUNICATION

Broadley Speaking

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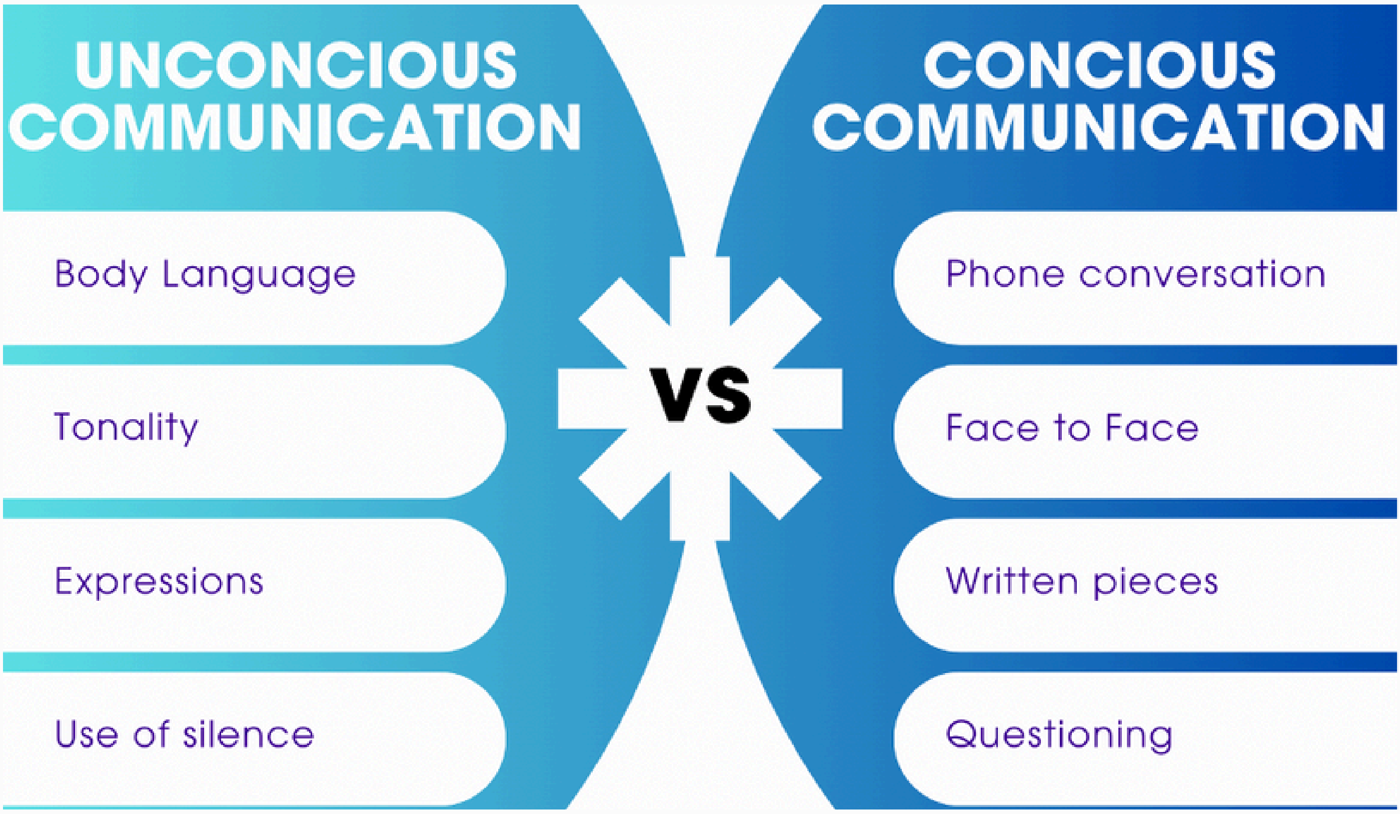
https://www.broadley-speaking.com/

Executive Summary

Overview

Communication is involved in all channels of sales; be it telesales, email, F2F or social selling. As a salesperson, you will be constantly communicating with your prospects both consciously and subconsciously. Having clear boundaries and guidelines that align with your business values and tone of voice will begin building trust in you as a salesperson, trust in your product/service & trust in your organisation.



Tone of voice can be portrayed in a myriad of different ways. Firstly, it must be assessed how your organisation delivers its language throughout forms of promotion/advertising & general publicly accessible media forms. It is vital your communication attributes mirror this. If your company takes a more casual approach to outbound media & communications, this must be reflected in the way that you approach phone calls, outbound emails and messages – be aligned with your brands tone. This will create consistency in your prospects mind & low levels of subconscious brand association.

Tonalty & Body Language

Tonality and body language fall under unconscious communication. These are essentially the hidden words that your prospect hears that you don't have to speak. Tonality can be referred to as the hidden language of influence – use it to your advantage. Your typical salesperson will be reading off a script, in a mundane tone. To set yourself apart from the majority, you must utilise tonality and body language. Every salesperson can implement this to their advantage and stamp their own personality on each technique. Below are some tricks & tips that will allow you to set yourself apart & utilise unconscious communication techniques to your advantage when navigating the sales process:

Lean In for Emotion
Lean forward (even on calls) when asking emotionally charged questions. Your tone will naturally shift to match your engagement and sincerity.

Lean Back for Logic
Lean back when discussing rational or strategic decisions. It signals calm confidence and positions you as a non-pushy, reasonable advisor.

Use Curiosity-Tone in Openers
Inflect your voice upwards like a question: "Hi, it's Tom? From ABC?" This subtle shift piques interest and buys time by creating intrigue.

Create Scarcity with Tone
Lower your voice, slow down, and soften your delivery when discussing your offer. This tone creates subconscious urgency and exclusivity.

Bottle Your Enthusiasm
Show energy, but with control. Think "confident expert" over "excited rep." Enthusiasm held in check signals credibility and control.

Mirror to Build Trust
Match your prospect's pace, tone, and language style. Mirroring builds rapport quickly by making you feel familiar and trustworthy.

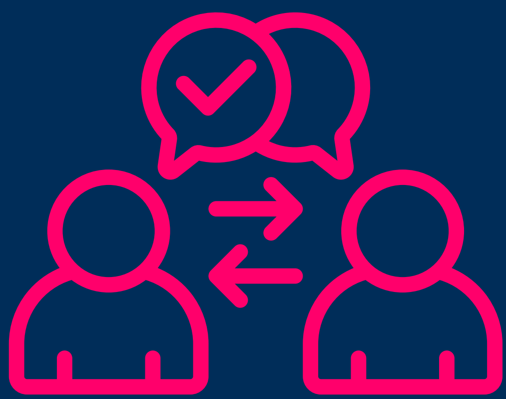
Building Rapport

A common misconception is that building rapport with someone involves asking them how their weekend was, or if they saw the big match last night. This is great if you're trying to make friends, and detrimental when trying to generate new business. Your prospect knows that you don’t really care how their weekend was, this is wasting precious time on the call to prove three key things to them whilst you have their time; perceiving yourself as an expert in your field, being enthusiastic & appearing sharp. There is a major difference between building rapport and wasting your time and talking nonsense. Bad rapport is talking to your prospect about things that are in no way related to the conversation you plan to have. Even if this is genuine, and maybe you do care about how the weather is where they live, but you are not perceiving yourself as an expert. Don’t create rapport that sabotages your ability to be viewed as an expert. You will lose control of the sales process.

*So how do we build **genuine** rapport?*

Getting into immediate & genuine rapport on both a conscious & unconscious level is vital, so you can open the prospect up into gathering intelligence (needs, pain points etc). Rapport must be the first step in this process; you cannot gather this intelligence without it.

Genuine rapport is built on two cornerstones: **asking questions & active listening.** Even if you are already aware of your prospect's current situation, needs and even pain points, it is essential you still re-visit your questioning and active listening. You must anchor your prospect back into this, build your credibility, trust & certainty in your prospects mind. Perceive yourself as this expert, don’t frame yourself as the pushy salesperson. Ask questions & actively listen.



Opening / HBS

You need to instantly communicate that you are credible & build certainty in your prospects that they should hear you out for the rest of the conversation. A strong 'Hot Button Statement' (HBS) is essential for this. Your HBS is fundamentally your opening statement. It is useful to have this written down but understand this may need constant refining as you continue your prospecting journey, ensuring it rolls of the tongue smoothly and begins to demonstrate some level of success in the continuing of a conversation. Your HBS should include the following:

Who you are – Keep this concise, use tonalities recommended above to create mystery & intrigue.

Where you are calling from – Similar to the above, if they likely haven't heard of you, assume that they have.

What your company do – Avoid using words like 'market leaders' or 'best in class' etc. During these opening seconds, you have not built the trust and/or certainty that the prospect should believe you. Even if you are the market leader, the prospect will wait until the conversation has developed before deciding on whether they believe you.

Your credentials – Give examples of your current clients that are relevant to the person that you are calling. Refer to these as 'selected partners' or similar.

The reason for your call – Always state the reason for your call – set expectations. Even if you are initially just looking to gather intelligence, never say 'this isn't a sales call'. Set expectations that if the solution matches, you may like to set up a further meeting. Using strong tonalities and body language here is vital, reduce barriers whilst also perceiving yourself as an enthusiastic expert.

Gaining attention

According to user experience data & market research conducted by the Neilson Normal Group, a salesperson has around 10 seconds to capture a prospect/customer's attention. The 10-second rule of Customer attention.

Detailed Hot Button Statement

Below is an example of a HBS, as stated, this should be refined and adapted over time to ensure that you are delivering this with correct tonalities and confidence.

“Hi NAME, it’s Ed here calling from XYZ Company? I’m sure you’ve heard of us, we provide ABC service to selected partners Y and Z. The reason for the call today...we’re actually holding a number of discussions with similar businesses and just offering some advice around .... amongst other challenges we’ve seen with our clients. I was just looking to find out a little bit more about your current situation...?”

Using the tonality of making your introduction a question. I’m calling from Bespoke Food Group? Making this appear as a question through your tone gets your prospect thinking – should I know this person? Have I met them and forgotten them? They then feel they need to listen more to remind themselves, rather than instantly shutting off from a typical cold call. No mention of ‘market leading’, ‘best in class’ etc. Simply stating what you do, and relevant companies you work with. ‘Selected partners’ builds trust in your prospect – you have been selected by companies in their space, of their size etc – select your case studies based on who you are calling. State the reason for your call. There is no need to sell your features and benefits before understanding your prospect. Use your “Scarcity Creation” tonality mentioned earlier when stating that you are holding discussions with similar businesses – without saying that this is a secret (which it’s not), you are giving the prospect the feeling that there is information they are missing out on – creating urgency. The final stage of your hot button statement – an open question with the idea to get them talking. You’re just looking to find out their current situation, pressure off. This connotes that you don’t even know if you are able to help them yet, making the prospect more inclined to answer. Be happy to sit in the silence for a few seconds whilst your prospect gathers their thoughts. You could even add on the end “just to see if we would be able to help?” - the pressure is off even more. Your hot button statement, like your questioning, remains as a guide. This is adaptable to your situation and can be altered depending on various factors; who you are speaking to, how this roles off the tongue etc. Use the bullet points as a guide and shape your hot button statement around this.

Controlling the interaction

Duringyour interaction with your prospect,it is imperative to control the interaction. Prospects who are initially unsure of you and are wary of sales calls will want to take control away from you – once you are not controlling the interaction, you are doomed. But how do we control the interaction?

- **Pre-prepared questions & topics** – Whilst we endeavour to never sound scripted, it is important to have prepared for your interaction. It is amazing how much more professional & knowledgeable one can seem from just a few minutes of preparation. This will allow you to remain on the straight line (below).

- **Progress from less invesive to more invasive questions** – Ensure that through both your topics and questions that you are following a logical path.

- **Master your transitions** – This again follows your logical process. You are taking the prospect on a sales journey with you in which YOU are the leader. Transitioning from your open, to your questions and to your close will ensure your prospect sees you as the credible, trusted and expert partner that you desire.

Demonstrating a strong opening

01.

Don't apologise – A common mistake amongst salespeople is saying things like 'Sorry for interrupting you', 'I know you must be busy'. This instantly takes control out of your hands. You are approaching them with a solution that will help them, and your time is just as valuable as theirs. You already knew you were interrupting them when you chose to reach out, don't waste your 10 seconds to gain their attention.

02.

Project confidence – Even if your last 20 calls have hung up on you, approach the call with the confidence that this solution is beneficial to your prospect. You are coming to them with a business solution that will provide value. Project this in how you deliver your HBS.

03.

Even playing field – Relating to confidence, do not put your prospect on a pedestal above you. They will sense this and begin to take control of the interaction away from you. You are two equal businesspeople discussing potential solutions to problems.

Questioning

As previously alluded to, your questioning technique and timing is absolutely critical in controlling the interaction, persuasion and closing the deal. Simply becoming an expert in asking questions will allow you to:

Build genuine rapport with your prospect

Qualify out prospects so you can effectively prioritise your time & energy

Control the interaction

Bring pain points and challenges to the forefront of your prospects mind that your solution can provide an answer to

Gather market intelligence Subtly outline the benefits of your solution

Qualifying questions

Your qualifying questions involve discovering the critical information required for your business to even consider working with a prospect. These should be the first questions you begin to ask after your HBS. Once you have displayed your credentials and expertise, you must ask permission (either through outright asking, or your tonality) to begin asking questions.

This may go a little something like this: “The reason for the call today, we’re holding several discussions with similar businesses and advising on using technologies to increase productivity, output & team cohesion and I was just looking to find out a little more about your current technology uses just to see if we COULD help?” Here you are asking for permission to find out more and lowering barriers in that you do not know if you are able to help them yet. In summary, your qualifying questions should be your most basic criteria that potential new business needs to meet for you to be able to help them. Have these prepared before your interaction with your most crucial questions being asked first.

Uncovering Questions

Use uncovering questions to explore your prospect’s current situation, surface challenges, and highlight pain points. Now that you’ve qualified them, your goal is to get them talking, this is where active listening is key.
Tips for Asking Open-Ended Questions:

- Have your focus topics ready.
- Start with: “Tell me about…” or “What’s your current X situation?”
- Ask: “What’s important to you?” – This reveals their decision-making criteria and can be revisited throughout the conversation.
- Respond to what they say – go off-script if needed to dig deeper into meaningful areas.

Even if you’ve researched the prospect or have notes from a colleague, don’t skip this step. Asking directly and listening actively builds genuine rapport and gives you the right to progress the conversation. Once they start sharing, guide the discussion toward areas relevant to your solution. Draw on common client challenges and look for triggers you can explore further with tailored follow-ups, such as:

“That’s really interesting. So, you mentioned that one of your problems is the lack of employee upskilling within technology, why do you think this is?”

This type of follow-up puts you back in control and anchors the conversation around your value.

Deficit Questioning

Now that you have dug into your prospect's situation and pain points. It is now time to match your solution to the problem that they have that you have carefully unpicked through active listening and follow up questioning. Now that we have unpicked this, we can implement deficit questions in order for your prospect to imagine how life would be if their problem was solved (by you!). Some examples of how a deficit question looks:

-“What effect would upskilling your employees in tech have on your business?”

-“What impact would improving team cohesion have on your business?”

-“How would accelerated developments in productivity within your team assist you in your role?”

As stated, this will allow your prospect to think about the positive impact of your solutions on their business, without you having to state any features or benefits. This fundamentally will permit your prospect to sell your solution to themselves.

Objection Handling

If you are unable to overcome objections, it is likely you willhave little to nosuccess within sales. There is always an objection, and these come in a variety of different forms. What is important is that you can navigate this process, remain in control of the interaction, and circle back around into your sales and persuasion techniques. Before coming onto examples of objections and appropriate responses, we must first understand simple human tendencies. Fundamentally, they are dying to say 'no'. This is not an informed no, but it's still not what we need. This stems from your opening 10 seconds highlighted in the above section(s), you need to buy yourself that time, credibility and respect – make sure you don't sound like 'all the rest'. This uninformed 'no' will usually come early in the call in the form of 'we are all set' or 'we're all good thanks'. More on handling this below.

Objection Response

Recognise the objection – Perhaps the most important step. There is nothing more detrimental in an interaction than the salesperson completely brushing off objections as if they are irrelevant. An example of recognising and appreciating an objection could be something as simple as saying: "That's really interesting, I completely understand that you have XYZ objection". This makes your prospects concerns feel heard. Vital in displaying your ability to actively listen & understand.
Asking questions – As covered previously, this is building genuine rapport. The challenge here is your ability to ask a follow up question relating to the objection that your prospect has raised and relating it to the conversation that you want to have. Maintaining control of the conversation whilst also looking to unpick the objection. This is where your follow up 'deficit questions' will be crucial.
Actively listening – Whilst this should be present throughout the interaction, it is particularly important during objection handling. You don't get long to ensure that the prospect knows that you understand their concerns. If at any point during the interaction your prospect feels that you are not understanding their objection, the absolute certainty you will have built during the course of the interaction will begin to become lost. Don't let this worry you though, and don't be afraid to ask your prospect to elaborate on their objection if you don't understand. This will also show that you care to understand them.

Key tips when handling objections

Don’t Overprove
You don’t need to showcase how much you know. Let your expertise show through smart questions and rapport. Oversharing gives prospects reasons to disengage—ask first, explain later.
Respect Time
Stay focused. Most meaningful calls are decided in 4–6 minutes. Be polite but efficient—qualify, handle objections, and set next steps quickly.
Silence Is Powerful
After handling an objection, pause. Prospects think faster than you can talk. Let silence work for you—it shows confidence and builds certainty.
Position as a Peer
You’re offering value, not begging for time. Treat the conversation as a peer-level exchange. You’re there to help with a proven solution, not to convince with tricks.

Sales effectiveness is deeply rooted in the ability to communicate effectively across various channels, including telesales, email, face-to-face interactions, and social selling. As a salesperson, communication happens both consciously and unconsciously and mastering both aspects is key to building trust with prospects.
This trust is not only in you as a salesperson but also in the product or service you represent and the organisation you work for. Ensuring that your communication style aligns with your company’s tone of voice across all mediums fosters consistency, which strengthens brand recognition and builds a solid foundation of trust.

The Close - Next Steps

So,your prospect now understands who youare, where you'recalling from and what you do (opener). You have qualified them in understanding that they match your criteria for business (qualifying questions). You fully understand their current situation and challenges (uncovering questions). Finally, you have managed to bring their pain points to the front of their mind, imagining a life where these pain points are solved (deficit questions). You have now earnt the right to go for the close.

Closing is potentially the most challenging part of the process, and most of the time this is because salespeople are so desperate for that instant yes. However, they needn't be. Going for the close is a simple process. Your first technique for going to close is the simplest, it is simply asking for it. There is no need to tip-toe around it and you shouldn't be apologetic for this. You've built up your credibility and absolute certainty within the prospects mind and so you have earnt the right to ask for an answer to the reason for your outreach. An effective way to ask for the close can be:

"So, Tom. Based on everything you've just told me, I think it'd be really beneficial for me to send one of our reps down to you to go through our full product range with the intention of signing you up on a 3-month trial basis. How does that sound?"

There is a myriad of responses that a prospect could come up with if they are not sure, and much of this will be covered below under objection handling. The fundamental framework that you must stick to if you don't get that all important 'yes' is this:

Circle back to your questioning.

Maybe you have misjudged the situation, not to worry. Simply circle back to your uncovering questions and make an effort to understand why they are not ready to commit.

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