

## MASTERING THE PHONES: THE 3 CS OF PHONE SKILLS MASTERY

### Knowledge Test

1. Along with any phone skills training your company pays for, your company needs to provide management reinforcement and what else in order to be successful on the phones?
  - a. Continued phone training by outside consultants
  - b. Salesperson mastery of phone skills
  - c. A business development center
  - d. Workshops for all employees to practice these skills on their peers.
2. Salesperson phone skills competence comes from learning “talk tracks” and practicing them so much that they become automatic as you speak to a prospect on the phone.
  - a. True
  - b. False
3. How do we make sure these phone skills are being used competently and with confidence in the dealership?
  - a. Monthly review of proper talk tracks
  - b. Practice with peers during weekly meetings
  - c. Reinforcement by management
  - d. None of the above
4. The 3 C’s of phone skill mastery are Competence, Confidence and what?
  - a. Control
  - b. Care
  - c. Concern
  - d. Capability
5. If you can attack the phone using the 3 C’s, you’ll win over 95% of the phone “battles.”
  - a. True
  - b. False
6. Why does a salesperson have to become competent with word tracks on the phone?
  - a. Salespeople needs to be able to repeat them at a moment’s notice
  - b. Salespeople can keep in control when confronted with a rude prospect
  - c. Salespeople will be able to provide the correct responses every time
  - d. All of the above
7. What are some good ways that a salesperson can practice these talk tracks in order to become competent with the material?
  - a. Practice role playing at home with your children
  - b. Use sticky notes around your bathroom mirror daily
  - c. Practice in any situation that will alleviate any pressure or humiliation
  - d. Any of the above
8. Part of being confident on the phone is the ability to be unconcerned with how a customer will react or care when you occasionally make a mistake.
  - a. True
  - b. False

9. Confidence doesn't mean that you should become a self-absorbed, egomaniacal jerk, but that you are in control of YOU and that you're fearless in the knowledge that no one else's actions or opinions is going to dictate how you feel and no one else's opinions or actions are going to alter your talent.
- a. True
  - b. False
10. Why is it important that you do not let the customer take control of the call?
- a. They will tell your competition everything you say
  - b. They will usually buy within two days of a call
  - c. They could take you off your message
  - d. None of the above
11. Setting a firm appointment that shows is your main goal on the phone.
- a. True
  - b. False
12. It is best practice to let the prospect choose a time that is best for them to show up at the dealership.
- a. True
  - b. False
13. If you are in sales, you are not getting paid for information.
- a. True
  - b. False