

E-Calls Just Got Easier!

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By: Jeff Buennemeyer, Area Vice President

We all know that a successful sale always starts with a successful E-Call. It should come as no surprise that the more successful E-Calls you have, the more successful you will become in sales bookings! So, the simple question is, “how can I have more successful E-Calls?”

TEGG provides some great tools in the form of the IS2 presentation and the value proposition is solid. However, not every situation provides the ability to boot up a computer and present to a client. In the fast-paced world of 2018, many prospects will not allocate the time for such in-depth tools.

We challenged ourselves with these very questions last year.

Question like:

- Can we simplify the message to one demonstrated in just six to eight pages?
- Can we create a tool that is clear and can be used in any situation?
- Can we create a tool that is easy to use and to train others?
- Can we create a tool that can help us have more success in our E-Calls?

We are happy to introduce the E-Call Flipbook, a new tool that consolidates our message down to eight pages:

1. An agenda that sets meeting expectations.
2. Challenges and Trends to demonstrate our expertise in the market.
3. What You Need to Know, Part One, provides an explanation of what prospects need to know about their electrical systems.
4. What You Need to Know, Part Two, provides an opportunity to educate prospects regulation requirements.
5. Asset Management Strategies demonstrates that we have proven strategies.
6. Asset Management Solutions demonstrates that we have proven solutions to meet their needs.
7. Asset Management Documentation shows the importance and ease of proper documentation.
8. Finally, the Implementation Process co-authors the plan of action.

This new tool is concise and highlights the most important areas that clients need to know, along with what sets you apart as a TEGG Contractor.

I encourage each of you to visit [theSHELF section](#) of [TEGGNet](#) to download an electronic version of the E-Call Flipbook and its script. Along with scripted points, it includes outlined the objectives for each page, and transition statements from one page to the next. Flipbooks are inexpensive and can be ordered from [theSHELF.TEGG.com](#).

Flipbooks are spiral bound, about the size of a notebook and each page can be printed on dry erase finished paper. Your AVP's are all available to review and role play with you.

What are you waiting on? Get started now and sell more sell easier!

