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## Ask? Belinda

Custom Letter Option for  
Mail Fulfillment, Voicemail  
to Survey feature

Dear Belinda,

I currently subscribe to your Mail Fulfillment program and have selected one of your self-mailers as my mail piece. Can I create my own letter and have it sent to my prospects instead of your pre-produced material?

Yours Truly,  
Curious about Customizing

Dear Curious,

Yes, you may provide us with a custom letter to send your Powerline prospects if you wish. We do ask that custom letters be limited to a single page.

The best method of getting this information to us is to create your letter and copy and paste the text into the **Text for Custom Letter Only** field on our online mail personalization form which can be found at [http://www.archtelecom.com/customer\\_support/mail\\_fulfillment.asp](http://www.archtelecom.com/customer_support/mail_fulfillment.asp). If you have any difficulties, please contact an Arch representative at 800-882-9155.

Dear Belinda,

I have my voicemail option on my Powerline set to send callers into one of Arch's stock surveys to retrieve their information. When I log into my system, I'm told I have no new messages but I know there are some in there. How do I retrieve these messages?

Sincerely,  
Lost in Louisiana

Dear Lost,

The message you hear does not apply to the particular method of information gathering you are using. As you stated, you are utilizing one of our surveys to gather your caller's information in place of the normal voicemail option. You therefore are receiving Survey Responses from the caller, not voice mail responses.

To retrieve your responses, you first need to pull a Survey Report. This is a different report than your Powerline Report. Enter the same mailbox number and password as you would in the Powerline report though. There is a column on the report called RESP #. This is the Response number for that particular call that came in.

Now, log-in to your phone system. From the main menu, press 8 to Manage Your Survey, Press 1 to Retrieve Recorded Responses and you will then be prompted for the response number you want to listen to. If that particular caller left her information for you, the system will play the information at this time. ✿

please write to **belinda** at [belinda@archtelecom.com](mailto:belinda@archtelecom.com)

In this issue: Handling Objections and Stalls, Sign Riders, New Arch Website, Producer's Edge Offer, Customer Profile: Armando Jimenez, Ask Belinda

# SOLUTIONS

The quarterly newsletter of Arch Telecom

This issue of Solutions features an article by Bill Sparkman highlighting four strategies to overcoming a not so uncommon problem for those in Real Estate and Mortgage - Handling Objections and Stalls. In addition...

**Real Estate** - In the exclusive offers section, read about our new sign rider program; you can now order riders directly from Arch. Tap into Armando Jimenez's mastery of low cost, targeted marketing.

**Mortgage** - Learn about a special trial offer available to Arch customers from Producer's Edge software; program details in the exclusive offers section. Order sign riders for your FSBO program directly from Arch now.

## HANDLING OBJECTIONS AND STALLS

by Bill Sparkman

"Let me think it over." Prospects seem to love this innocent-sounding phrase, but those five words should warn you that your sale is in jeopardy. "Thinking it over" postpones buying decisions and hides unanswered objections that can result in lost sales. The following strategies will help you draw out and answer four common objections that buyers may not express directly.

"I want to think it over" often translates into one of the following statements:

- I just don't want to make a decision right now (procrastination)
- I don't trust you (fear/mistrust)
- I'm not sure your product is the best value (price)
- I need my parents', uncle's, accountant's, etc. approval (third party approval)

### Procrastination

Buyers often procrastinate to take control of the sale, get a better deal, or avoid making a "bad" decision. Procrastinators must justify their indecision in many ways. You must resist the temptation to show annoyance or disbelief at a buyer's request for more time to think. Acknowledge and address the problem, and use your questioning skills to reveal the hidden objection.

If the buyer seems to stall for no reason, use the "Three F's" statement to show sympathy for their uncertainty: "Mr. Buyer, I can see how you might feel the need to think about your decision. A lot of other people have felt the same way. What they found however, was that when they went ahead with the decision they were glad they did." This statement shows sympathy for the buyers while persuading them to move forward.

### Fear/Mistrust

Mistrust may be the single greatest obstacle to making the sale. When "I want to think it over" sounds like "I don't trust you yet," acknowledge and try to ease your buyer's fears. To help reassure the prospect that you are honest and offer a quality product, offer a list of happy and satisfied customers. Show prospects that their trust is important to you.

### Price

Price objections often masquerade as requests for time to "think over a decision to purchase." Many buyers are uncomfortable raising price objections and opt to weigh your product's value for themselves rather than give you a chance to defend your price. This is a losing situation for both the salesperson and the buyer. Once you've identified a price objection, be prepared to explain your product's price by listing the buyer's benefits and why your product is a better value than the competition.

### Third-Party Approval

Giving a FLAWLESS presentation to a receptive buyer only to discover a need for a third party's approval to purchase is emotionally draining and wastes time, money and effort. You can begin to prevent third-party problems by setting appointments only with those able to make buying decisions on their own. If the buyer surprises you with the need for someone else's approval get the decision maker's name and set another appointment to present to all of them together. Save yourself time and trouble by clarifying up front exactly who will be making the final buying decision.

Salespeople who fail to look behind a buyer's request to "think it over" voluntarily forfeit control of the sale. Top sales

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# customer Profile



## Armando Jimenez



Armando Jimenez is Sales Manager for Keller Williams in Camarillo, CA. Five years ago, with no business systems in place whatsoever, Armando heard about Arch Telecom and decided to take a chance and invest in Powerline. It didn't take long to prove its worth.

Armando recorded his first property and placed his sign rider. Within the hour he received notification that someone accessed his property recording. A few seconds later his cell phone rang; his prospect had zero transferred. Though caught off guard by that first call, Armando still managed to make the sale and the subsequent \$10,000 commission. Today, Powerline remains a vital cog in Armando's business but his use of the system has evolved along the way and been refined, focusing on inexpensive, targeted marketing.

"I just keep it simple and by using these inexpensive methods, I can pass those savings onto my clients through lower fees. My marketing budget for a typical home listing would be between \$800 and \$1200. My marketing costs now run maybe \$100 and that is a conservative figure."

"We just keep things very simple."

### Keeping It Simple!

Over the years, Armando has tested an array of different marketing strategies, ranging from the traditional to the non-traditional. Like most agents, he's advertised in homes magazine ads, newspapers and the more traditional forms of advertising. They were successful and generated leads. But Armando has found that there are alternative methods that can be just as effective without the associated costs.

To **identify potential sellers**, Armando utilizes a Just Sold card campaign. He piques interest of those looking to sell, or even considering selling by sending Just Sold cards featuring 3 recently sold properties (small, medium, and large) from the area. Using three properties enables him to reach potential sellers from all price points.

Armando's most effective source for **generating buyer leads** is his flyer boxes. He generates his largest percentage of calls with the boxes and the fliers are, of course, very inexpensive to produce. He feels that it is easier for the prospect to grab a flyer than to grab a pen and write the number down. He typically goes through 50 - 100 flyers per week per property. The flyer itself is simple; Armando places a photo of the house, the toll-free number and extension code and "Free Recorded Message About This Property."

Armando also **targets** and works with **For Sale By Owners to generate buyers**. For most real estate agents, this generally proves to be a difficult task. Armando, however, has had success converting these FSBO prospects into clients.

His approach is simple: Create a recording for the FSBO property. Send a letter to the FSBO showing a picture of the home and stating "Free Recorded Message About YOUR Property!" The FSBO will generally be intrigued enough to call to hear about their home at which time Armando follows-up on the call. He invites them to use one of his flyer boxes and Powerline system under no obligation. With Powerline, Armando sets himself apart from the average agent that is contacting the FSBO. Other agents are calling them because of an ad in the paper while Armando is contacting them to offer the use of one of his tools for free. "FSBOs are open to getting all the free help they can get."

He has also found that many times the FSBO does not know how to convert the prospect and actually make the sale happen so this often leads to Armando listing the FSBO home as well and double-ending the deal.

### Targeting

Marketing methods like direct mail and flyer boxes enable Armando to **build his databases** and allow him to **cross prospect and target market**. His systems automatically prospect match buyers and sellers in specifically geographic and demographic areas.

He can approach a seller or potential seller who called his information line recently to let them know they have a buyer looking for a property in their neighborhood. Having this type of database information provides Armando the opportunity to double-end many deals without ever having to put a sign up in the yard. ✿

## Arch News

### Arch Now Offering Sign Riders...

In a continuing effort to provide our customers the most effective turn-key services in the industry, Arch is pleased to announce that sign riders can now be ordered directly from Arch! We have partnered with Aztec Marking to provide this new offering to new and existing customers at a very competitive price. Corrugated plastic and steel sign riders are available in 18 and 24 inch sizes. Call us today at 800-882-9155 to order signs or print an order from the *What's New* page on the Arch website.

### How will the new Do Not Call legislation affect Powerline users?

**Arch has thoroughly researched the new federal regulations and their affect on Powerline users. Our findings regarding the matter are available in a communication located on the What's New page of our website.**

### Have you seen Arch's new website?

Arch just recently put the finishing touches on our new look website. The site is filled with insightful case studies from actual Arch users, product information and instructional material. We will continue to add marketing and support materials that will better assist you in maximizing your use of your Arch services.

### New Download Center location...

With the new Arch website now in place, most URLs from the previous site have been changed so old bookmarks, outside of the home page, will no longer work. One page in particular that has changed that we encourage you to bookmark is our Download Center page. Though this Download Center page will soon be password-protected and accessible through a Member Login page, it is currently accessible only by entering the new URL address directly: <http://archtelecom.com/downloads/>.

This page contains downloadable information and tools such as our Powerline User Guides, Direct Response Reports with supporting ad copy, templates for recruitment letters, FSBO Toolbox, etc. We will continue to update the Download Center page with items that will enhance your use of Powerline and other products.

### We want to hear how YOU are using Arch services!

Would you be interested in being profiled in an upcoming newsletter? If so, we want to talk to you! If you've found success using Arch services and would like to share your strategies with fellow Arch users, please contact Scott Brashear at 800-882-9155 or [scottb@archtelecom.com](mailto:scottb@archtelecom.com).

## Arch - Special Offers



### Producer's Edge

Rock-solid relationships, superior service, and a competitive advantage are required to guarantee your financial success. Producer's Edge software gives you a systematic, relentless marketing program that delivers results.

It's the ultimate personal assistant: one who reminds you of each call, letter, or other activity essential to your success; who is never sick, late, or on vacation; and who is dedicated solely and completely to your goal of increasing income and productivity. And it should be working for you.

Download your copy of the *Business Development System*—absolutely free. And as an added bonus, when you download your free copy of the *Business Development System*, you'll also get a bonus 30-day trial of the *Financial Calculations, Business Management*, as well as a trial of either the *Power Presentations* or *Campaigns for Success* modules, depending on whether you are a Mortgage Professional or a Realtor!

Go to *What's New* on Arch's website to download your copy today or contact Arch at 800-882-9155 to have a CD trial version shipped to you.

### Handling Objections and Stalls (cont.)

professionals take the time and effort to draw out and discuss the buyer's real concerns. Dig to uncover the hidden objections and you may find that increased sales and stronger relationships will repay your extra effort. ✿

*Bill is the creator of "Total Success™" Seminars, author of "Winning Ways," "Game Time" and has written various articles on sales, marketing, motivation and achieving peak life performance. He has extensive experience as a top producing Loan Originator and Motivational Speaker, Trainer and Coach for the past 12 years.*

*His nuts and bolts, real world approach to increasing personal performance focuses on relationship-based selling, teamwork, commitment and accountability. To find out more about Bill Sparkman, visit his website at [www.billsparkmanthecoach.com](http://www.billsparkmanthecoach.com).*

### Quarterly Contest Winner: Bruce Norris

is our quarterly winner of a \$250 American Express gift certificate. Put *your* name in the proverbial hat by calling your representative with a referral. You will be entered in our drawing and will also be eligible to reduce your per minute rate by \$.02 or receive a \$50 certificate to be used towards your Arch bill! So call today.