

# The Telephone

## The Most Underrated Business Tool Today



Irrespective of whether selling or getting paid for the unpaid invoice is your focus, the telephone has always been, and will always be a vital business tool.

Too often today, business owners and managers seem to believe technology which interfaces with the customer is all you need to make another sale or obtain payment for the unpaid invoice.

Jenny Cartwright and Kim Radok would suggest otherwise. A poorly implemented and structured technology interfacing system often creates more problems than it solves. Technology is dehumanising and with management's focus on the use of technology, usually results in their employees losing their social and communication skills.

At the end of the day, people buy your products and services, not technology tools.



### Telephone Sales Expert Jenny Cartwright

is often challenged by the question: - Is Cold Calling Dead?

Her answer is a resounding "NO". The processes have changed and cold calling is simply practiced in a slightly different way.

There is so much information about companies now online, that there is no excuse not to find out something of interest about your prospect before making the call. Following such research, a cold call becomes a warm call.



### Financial Risk Management Professional Kim Radok

has found that emails are useful

However, it is not until he picks up the telephone and speaks with the customer's employee, that problems of non-payment are resolved quickly and amicably.

As is the case for sales, the accounts receivable telephone call for the unpaid invoice has also changed with the times.

In either of these situations, a capable and professional employee is essential. Gone are the days of bombarding the customer for the next sale or to pay the unpaid invoice.

*If your employees lack the skills and knowledge to make effective telephone calls for the next sale, contact :*

#### Jenny Cartwright

☎ +61 2 9427 3479  
☎ 0414 543 289  
✉ [jenny@telesalestraining.com.au](mailto:jenny@telesalestraining.com.au)  
🌐 [www.telesalestraining.com.au](http://www.telesalestraining.com.au)



*If your employees lack the skills and knowledge to make effective telephone calls for the unpaid invoice, contact :*

#### Kim Radok

☎ +61 3 9886 6707  
☎ 0411 649 261  
✉ [info@creditmatters.com.au](mailto:info@creditmatters.com.au)  
🌐 [www.creditmatters.com.au](http://www.creditmatters.com.au)

