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## FAQ's: Your Smart Calling Online questions answered

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Greetings!

Hope you had a great April Fool's Day ;) and Easter—for those who celebrate.

Many people told me they took a long weekend and didn't get a chance to really study the [Smart Calling Online Grand Opening](#) I announced last week.

And I got a ton of questions, so thought I'd answer them all in once place for you.

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1. What is Smart Calling Online exactly?

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It's thousands of what-to-say sales tips, presented to you in text, audio, and video, all searchable in one online library.

You receive your password and login page, and are taken to the dashboard where you can find word-for-word tips, scripts, questions, entire openings and voice mail, closes, responses to resistance, and much more for any type of sales situation. You can copy and use them as is, or adapt them to fit your style.

I've prepared a a brief video "peek under the hood" that shows exactly how to use Smart Calling online, and on this page you can see the listing for the over 1600 pieces of content.

<http://smartcallingonline.com/smart-calling-online-2-2/>

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2. Where did this all come from?

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I've taken pretty much everything I've written over the past 15 years or so from my Smart Calling Report training newsletter, other blog posts and articles, and other non-proprietary material I've created for clients, categorized it by topic, and uploaded it for instant and easy access.

We also took the videos we produced for our previous Inner Circle membership group (which we also sold on DVD for \$997), and the audio podcasts, chunked them all into individual segments, and categorized them all as well for easy searching.

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3. What are the purchasing options?

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Previously we had sold access to the original version of Smart Calling Online for \$997 yearly, or \$99 monthly. We stopped selling that program two years while we rebuilt and revised it.

We are keeping things simple now. Instead of a recurring subscription, there is just a one-time investment.

For lifetime access.

And we add more sales-building material each month.

We are pricing it less than the previous, yearly rate of \$997.

It's only \$797.

Except you won't pay that during the Grand Opening. Your special price until Midnight April

3 is just \$397.

We will NOT offer that price again.

Take advantage of it right now: <http://smartcallingonline.com/smart-calling-online-2-2/>

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4. Is Smart Calling Online for managers, or reps themselves?

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Both.

Managers and trainers love that they can do a quick search and pull up 10 ,20, or 50 or more examples, tips, entire lessons, or a video or audio on a specific situation or challenge. They then can provide the most relevant answers directly to their team, or an individual.

Or, they can use the material to create their own training, sales meetings, inspirational emails, and more.

We've already done the research, testing, and heavy lifting for you.

(In fact, it's what I use when I'm preparing the training that clients invest a substantial amount with me for.)

And for sales reps, when you're preparing for a call and looking for ideas, or word for word examples to use for openers and voice mails, you'll find them here.

Or, let's say you were just stumped by a particular objection. Do a search on it and find ways to handle it next time.

It's like having your own personal sales training expert assistant by your side.

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4. Art, I'm new to sales. Will this apply to me, and will it be too much material?

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This is perfect for new salespeople. (As I've said, when I was a newbie, I would have easily paid over \$25,000 for this as "tuition" to shorten my learning curve, even if I had to borrow the money.)

I've found that many salespeople are "thrown to the wolves" when they are new, left to trial and error in figuring out what to say. They often flounder since they try things they've heard used before (usually failed tactics). Their morale dives deeper with each failed call.

It shouldn't be that way.

It's easier, and so much more productive to start out with the right things to say, which increases your chances for success.

And even though you have access to a massive amount of material (more than you could ever go through), you don't need to use it all to get value, and a huge return on your investment.

One rep told me he took one opening statement example, made it his "go to," and now is blowing away his numbers, and bypassed the much more tenured reps.

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5. Will experienced sales reps benefit?

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The best ones will.

Another thing we've found in over 30 years of working with sales reps is that years of

Another thing we've found in over 30 years of working with sales reps is that years of employment do not always correlate to skill and success. In fact, every top performer we've been around also realizes that they are a "professional learner," and they never graduate from the school of sales.

It's not a coincidence that the customers who have invested the most in themselves also are typically the highest earners in their fields.

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6. There's lots of free material online. Why do I need this?

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Yes, there is, and I suggest you take advantage. Of some of it. I regularly follow several people whom I know and respect. (And, we have lots of contributions from them contained in Smart Calling Online.)

However, for other online material, just because it is on the internet does not necessarily make it credible and something that works. In fact, you'll get many examples of how I take something I find online, point out how ridiculous it is, and show the right way to get results.

Our methods flat out work. You don't need to take my word for it, just listen to the tens of thousands who have made money—in some cases who have gotten wealthy—using my methods.

As for why you need this, well, you can only answer that. But to put things in perspective...

...you could likely find all of the same material that law schools teach online too. If you knew what you were looking for, knew where to look, and wanted to take the time to find it. But if you wanted to be a lawyer, would you?

With [Smart Calling Online](#), we have compiled and categorized the specific how-to's you need for prospecting and sales, all in one place.

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7. Do you guarantee success?

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We can't guarantee your individual success, any more than a gym can guarantee you'll lose weight and get in shape if you buy a membership.

We provide the proven material, you provide the effort.

What we DO guarantee is that if you are not satisfied with the material, we will refund **all of your money**, any time within the first six months.

We do this because we want to remove any risk with anyone who is on the fence, wondering if this is for them.

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8. What else do I get?

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We've really made this a sweet offer for you. You get a couple more valuable sales-building resources, each alone worth more than what you are investing:

**-The Smart Calling Exclusive, Private Facebook Community**

You will be invited to be a member of my brand new community of like-minded, motivated Smart Calling sales pros opening up on April 16. You'll be able to post questions, celebrate successes, hear examples of calls, provide input on best practices, participate in challenges, network with others, or just lurk and learn. I will personally participate, and interact regularly. This will be my online hangout. And, I will be adding new sales content each week...videos, audio, and text material. Plus I'll share personal and silly stuff... maybe even some cooking tips ;) This private community will only be available to sales pros who have "skin in the game," and have invested in themselves through my courses, or this Smart Calling Online product, or have paid a yearly fee to join, which at minimum will be \$99 yearly.

**-The Smart Calling Weekly Tips Archive**

Every week I put out a weekly email tip... sometimes an in-depth sales lesson, other times a

Every week I put out a weekly email tip... Sometimes an in-depth sales lesson, other times a quick, timely current reference with a sales point you can use. Many people use these as their main source of training and motivation. We have a few months of the back issues up at our main site, and get regular requests for all of the back issues. Which we sell for \$197. You will get the past EIGHT YEARS of these tips, over 400 of them, FREE! They also will be categorized and searchable in your Member's Area

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9. I already have one of your books. Isn't this just repetitive.?

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You'll probably find material I've put in my books in Smart Calling Online. And then about 100 times more. In fact, when you find something you like in my books, and want more, just go to Smart Calling Online and do a search and you'll multiply your knowledge and ability to handle that sales situation.

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10. What's the hurry? I'll just wait til you run a promotion with the same sale price again.

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Two reasons that's not a good idea:

-this is a one-time Grand Opening price, we will NOT be repeating. In fact, I won the argument with my marketing gurus who said I should have priced it higher. The price goes back to the everyday \$797 at midnight Pacific on Tuesday.

-If you feel you would get value from having access to a couple thousand word-for-word sales messaging examples you could deploy right now, what is happening every day—and every call—where you don't have that available?

You gain nothing by waiting.

Don't wait and let something less important get in the way.

5/4/2018

Gmail - FAQ's: Your Smart Calling Online questions answered  
Don't wait and let something less important get in the way.

[Get access](#) to Smart Calling Online right now!

See you on the inside,

A handwritten signature in black ink that reads "Aut". The letters are cursive and slightly slanted to the right.

PS. You'll still be able to get access to Smart Calling Online after the midnight, Tuesday deadline. It'll just be \$400 more. [Get the Grand Opening incentive price now.](#)

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