Mastering Tools and Methods of Prospecting Success

Tibor Shanto
June 10, 2015
Execution – Everything Else Is Just Talk!
Cold calling prospects regarding our Marketing Solutions products
Qualify and develop sales leads and respond to product inquiries
Run email campaigns to generate new sales prospects
Drive attendance for marketing campaigns and events
Complete accurate tracking of communication with current and potential customers in the sales process
2 Common Barriers to Success

• Leads
• Rejection
Strategy → Execution → Success
STRATEGY = PLANNING
Consultant

Vendor


Trust

Informatio

Informatio

Trust
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Rejection

• Why is it that Sales People don’t like to prospect?
  1. Fear of Rejection – Objections
     - Not about avoiding – it is about managing
     - The Good News – One sure proof way to avoid Rejection
     - Bad News – Don’t make the call
     - Oddly, the number one choice of many sellers!
• Average conversion rate for sales accepted leads to actual closed sales is 16.41%.* 6:1 – 1 of every 6 prospects

• The average contact to appointment conversion rate is roughly 14% 7:1

* Stat derived from two sources: The Long Road from B2B Lead Generation to Sales Conversion – Marketing Sherpa; Sales Benchmark Index
Proactive Prospecting Platform

- Time
- Methodology
- Metrics
- Persistence
- Execution
# Time Allocation

- You can only **allocate** time, you can’t manage it.
- You can manage activities within the time **allocated**!

## Key High-Value Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Prospecting</td>
<td></td>
</tr>
<tr>
<td>Selling</td>
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<tr>
<td>Acc’t Management</td>
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<tr>
<td>Admin</td>
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<tr>
<td>Prep/research</td>
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</tbody>
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![Time Allocation Pie Chart]

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Proactive Prospecting Model

- Initiate
- Engage >> 'Impact Question'
- Request
- TiA
- Secure
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Total Communication

- 55% Body language
- 38% Vocal signals – intonation
- 7% Words
Don't Worry About It!
Focus On 80% that repeats
70% Status Quo

Objectives
Buyer

Objectives

Value

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16 Hours in to a 10 Hour Day

Disruptive Marketing
<table>
<thead>
<tr>
<th>Objectives</th>
<th>Impact</th>
<th>Impact $^2$</th>
<th>Impact $^3$</th>
<th>Advantage</th>
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</thead>
<tbody>
<tr>
<td>Risk Avoidance</td>
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<td>Financial</td>
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<td>Productivity</td>
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<td>Time Shifting</td>
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<td>Role Based Interest</td>
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</tr>
</tbody>
</table>
Initiate
Engage
IQ
Request
Specific
Reason
Time
Objections - Rejection
Objections - Rejection

CALL CENTRE

THAT OBJECTION WASN'T COVERED IN MY SALES TRAINING... SO, LET'S JUST SKIP IT AND STICK TO MY SCRIPT, OK?

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Deal with Rejection

• Disruptive Marketing
• Unless you are in their calendar, you are an interruption
• Five Biggies:
  ➢ Status Quo
  ➢ No Interest
  ➢ Time
  ➢ Bad Experience
  ➢ Send

What you do – Not how you avoid!
May I help you?

Just looking

Five Minutes later:

Man, this place has crappie service, is there anyone to help us?
May I help you?

Just looking

That’s ok, if you tell me what you are looking for, I can show you where to find it.

What you do with it – Not how you avoid!

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Handling Objections

A. Acknowledge
B. Credibility
C. Involve
D. Call to Action – Commit

An updated variation of the Triple F:

I know how you Feel, others have Felt the same way before the Found ..... 

Objection Handling Handbook

http://is.gd/OHH_NC
Voice Mail

Always Leave a Voice Mail

- It is a Touch Point – 4 – 7 before the game even begins
- Call back is only goal of voice mail – not to make appointments
- Be counter intuitive > Less is Better!

http://www.youtube.com/sellbetter
Voice Mail

Voice Mail ➔ Call Back ➔ Engagement ➔ Buyers ➔ Sales

Please Leave A Detailed Message!

Initiate
Engage ➔ 'Impact Question'
Request
TiA
Secure
Voice Mail

Always Leave a Voice Mail

• Assume you are calling Steve Jones – he works for More Trucking Central

• Assume you’ve done business with Down The Road Trucking
  ▪ “Steve Jones – This is Mike Miller from Top Choice.
  ▪ I can be reached at 416 555-1234
  ▪ I’m calling with reference to Down The Road Trucking
GoSalesTrain

Sales Huddle

Sales Hustle

Proactive Prospecting Platform

3. Before You Pick Up The Phone

4. Fully Communicating Your Value

5. On The Phone

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Goals Overview

Sales Coach
Tibor Shanto

Mentee
Carol Smith

Name of Goal 1
70%

Name of Goal 2
65%

Name of Goal 3
45%

75%
Sales huddle

Name of the discussion Lorem ipsum
by Riya Moore - 29 OCT 2014 • 19:19

Riya Moore
31 OCT 2014 • 1.29 pm
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Hustle on the topic “The Buy/Sell Process”

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1. Peter Brennan
   Rated by 20 people

2. Riya Moore
   Rated by 18 people

3. Catherine Mitchell
   Rated by 16 people

4. Kevin Watson
   Rated by 14 people

5. Barbara Brown
   Rated by 12 people
QUESTIONS

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