eGrabber and Exceptional Sales Performance

Presents

The Inner Game of Prospecting: How to Overcome Sales Call Reluctance
Speaker Profiles

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Enter Questions (and responses) into this section on your control panel.
Inner Game of Prospecting: How to Overcome Sales Call Reluctance

Connie Kadansky, MA, PCC

Helping salespeople get their “ask” in gear!
Visibility Management
Critical Behaviors

Position
Make sure you **Get Noticed**

Style
Make sure they **Remember You!**

Repetition
Show Up **Consistently**
Solid Platform for Top Sales Performance

1. Visibility, Visibility, Visibility
2. Credibility (Worthy of confidence)
3. Laser Sharp Unique Value Proposition
How do you know if you are Call Reluctant?
Conversations!
Sales Model

• Identify Prospects (so that)
• Initiate Contact (so that)
• Introduce Yourself, Your Products and Services (so that)
• Inform (so that)
• Influence them to buy from You!
Identify Prospects:

- Egrabber tools to help you build your lists, etc.
PROSPECT

Account-Researcher
B2B Social Network Prospecting Tool

TYPE THIS
From LinkedIn, Web & other

Name
John Smith

Company
ACME Corp.

TO GET THIS

Find Email / Phone / ...
JSmith@acmecorp.com
1-408-516-4566
more

Find Decision Makers
Tony Perkins, CTO
Mary Robins, CEO
more

Find Talking Points
John Smith’s Social Profile
ACME Corp in the News
more

Find contact details of any prospect in seconds. Find decision makers in any company
• How Append email & Phone works?
• Account-Researcher Pricing

- Missing Email
- Missing Phone

- NO 2nd chance at InMail / Connect
- Will he ignore?
- Will he ‘I-Don’t-Know’ my request?

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Find Email / Phone of LinkedIn / others...

How Append email & Phone works?

Account

How Append email & Phone works?

Account-Researcher

Pricing

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### How Append Email & Phone works?

- **Account Researcher Pricing**

### Find Email / Phone of LinkedIn / others..

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</tr>
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</table>

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Find all Information on Public Internet

If Found on the Internet

95%+
Hit Rate

Intelligent Statistical Projection

3x
more accurate than guessing

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We've patented this Email Append Process!

Methods and systems for determining email addresses

US 8495151 B2

ABSTRACT

Disclosed herein is a method and system for a user to find an email address using the Internet. The user inputs the information that he wants to be verified or completed. A seeking unit determines the missing fields in the input information. The seeking unit may determine the missing information in the email address from various sources on the Internet, using a set of rules. The rules may be specified by the user or present in the database. The obtained search results are ranked by a ranking unit, based on the relevance of the scores. The seeking unit may also display the found email information along with the ranks to the user. The user has the option to sort the email information. The user may then select the most accurate email information, according to him, which is then used to populate the field in the information.
Find Email / Phone of LinkedIn / others...

• How Append email & Phone works?
• Account-Researcher Pricing

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Transfers To
Excel 2013
Salesforce.com
Outlook 2013
ACT! 2013
PCRecruiter.com
CSV format ...

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15 minute demo?

Clinton Rozario
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Single Best Predictor of Sales Success

There is a high correlation between prospecting and sales success.
My favorite excuse for not prospecting is . . .
Successful Salespeople Experience Pain!

We are free to choose:
• Pain of Discipline
• Pain of Regret
Sales Call Reluctance is an **emotional** hesitation to initiate contact with prospects.
Two Ways to View Prospecting
Emotional Threat?
4 Steps to Eliminating Call Reluctance

1. AWARE
2. ASSESS
3. ADMIT
4. APPLY
When you are ready to pick up the phone and you STOP...
Overpreparer
Yielder Behavior
Telephobia
Technique for Overcoming Sales Call Reluctance:

Thought Realignment

- Attitude
- Think
- Feel
- Believe
- Do
Fear of Rejection is a Negative Interpretation
What Blocks your Success?

• Limited Beliefs
• Assumptions
  (experience + emotion)
• Perspectives/Interpretations
• Inner Critic (usually mean and destructive)
What if I mess up?

I don’t want to sound scripted.

They’ll say they are not interested.
They’ll think I’m trying to sell them something.
They have been called by 11 recruiters today. This is stupid.
I’ll blow the contact.
I feel inadequate
They’ll be upset that I interrupted them. I hate this.
Unresolved Issues with Sales Call
Reluctance do not get better.
Neutralize the Negative
Hypothalamus
What would it be like to be at ease with prospecting?
It's all going to work out!
Today is the most exciting day of my life!
Confidence is the ability to transform fear into focused related thinking, communication and action.
End of the Day Routine
Speaking/Training Events

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exceptionalsales.com
602-997-1101
Great for 7,000+ eMails / year
= $895 / yr
Great for 7,000+ eMails / year

= $895 / yr

= $595 / yr
BUT WAIT... THERE’S MORE!

For $595, you get
- Account-Researcher AND
- 2 Sales Reluctance Assessments from Connie (worth $175 each!)
- If you order within the next 2 hours, we throw in a 3rd assessment!

SAVE $650

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Thank You !!!