

# The Kingston Training Group

**BTA East**

**Grand Slam 2014**



# Meet Kate Kingston

Kate Kingston, founder & President of the Kingston Training Group, is a motivational sales trainer specializing in making more qualified meetings with C-Level executives. With over 17 years of success in making appointments with decision makers, Kate is a sales-driven, energized communicator and a recognized authority on lead generation, new business development. She uses humor, audience participation, proven techniques, practical guides and role-play drills as well as live calls in her training sessions.

KTG has trained thousands and thousands of sales reps and managers to make more meetings with their ideal prospective clients so they can make more money. Companies such as Sharp, Xerox, New York Life, Yellow Book, Yellow Pages Canada, and Smith Barney are just a few of the international and national companies that have come to the Kingston Training Group to gain better skills company-wide.

KTG's success is due to Kate's initiative and the fresh prospective she brings to cold calling. Her unique training program includes a workshop customized to each individual company, followed up by one-on-one training with each sales person on the phone with real prospects. Kate's motto is "make more meetings, make more money" and she has proven this true time and time again.

The Kingston Training Group guarantees results. Each workshop and one on one session is designed to deliver practical, time-tested, live sales call training, where participants begin making meetings during the one-on-one sessions and beyond.

# 5 New Ideas Using Technology to Secure New Net C-Level Meetings

How To Make  
More  
C-Level Meetings  
Right Now

Succeed

**First and Foremost...**  
**A Business**  
**Technology**  
**Dealership is a**  
**Sales Company.**

**“Where are the  
New Sales?”**

Imagine this...





▲ E-mail Account

Inbox

Drafts

Sent items

Junk e-mail

Deleted items

So why is  
that not  
your reality?

# Technology Tool #1

## Google Alerts & Trends



# Google Alerts



What?

Why?

How?



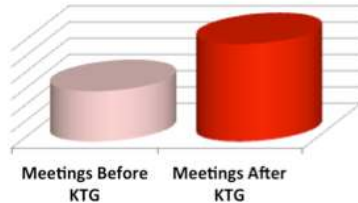


**Sale**

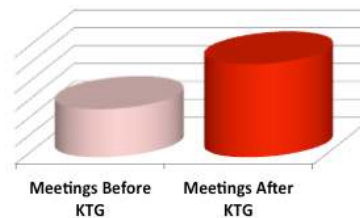
# A Minimum of A 50% Increase Guaranteed!



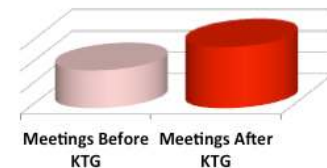
**Blue Technologies**  
**94% Growth**  
**In Two Months**



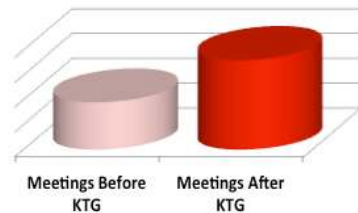
**Modern Office Methods**  
**93% Growth**  
**In Five Months**



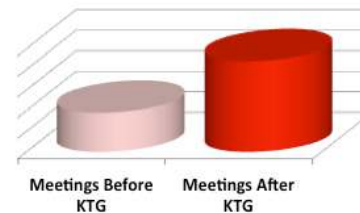
**Atlantic Business Products**  
**63% Growth**  
**in One Month**



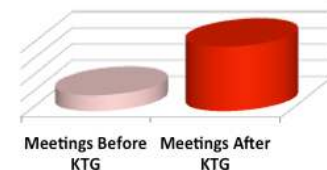
**Fraser**  
**89% Growth**  
**In One Week!**



**Sharp South Carolina**  
**138% Growth**  
**In One Month**



**Rhyme Business Products**  
**300% Growth**  
**In Three Months**



## The Proof Is In The Numbers!

The way you position yourself  
at the beginning of a  
relationship has a profound  
impact on where you end.

- Ron Karr

Why should  
they meet you?

# Non Profits

# Technology Tool #2

## Use Crunchbase.com to help you find NEW prospects

**CrunchBase** SOME FEEL THE SAME, OTHERS CHANGE IT. MAKE YOUR MOVE

Don Julio Make the right move - Please Enjoy Responsibly DON JULIO TEQUILA 40% Alc/Vol 80011 Chapel Hill, NC

Search Advanced Search Register | Login or Login

Home > Companies > Pontiflex

**Pontiflex** edit

Pontiflex powers a new kind of mobile advertising platform: Signup Ads.

Signup Ads are a simple and 100% opt-in way for people to hear more from brands they like. People can sign up without leaving the mobile app or website they're on, and advertisers pay only for valid signups.

Whether it's moms who join Kimberly-Clark's HUGGIES loyalty program, pet lovers who want to help animals with the ASPCA, or people who want personalized books from small businesses like Paper Hat Press, millions of people use Signup Ads every day to connect with their favorite brands and organizations on iPhone, iPad and Android devices.

**General Information** edit

Website pontiflex.com  
Blog blog.pontiflex.com  
Twitter @Pontiflex  
Category Advertising  
Phone (800) 420-6086  
Email sales@pontiflex.com  
Employees  
Founded 2008  
Description Mobile and Online Signup Ads Platform

**Offices** edit

Brooklyn, USA

**Recent Milestones** edit

- Pontiflex received \$2.75M in Partial Close funding. (11/7/13)  
Posted 11/8/13 at 1:18am via sec.gov
- Pontiflex received \$6M in Venture Round funding. (3/11/11)  
Posted 11/21/13 at 2:58am via sec.gov
- Pontiflex added Daniel H. Kim as VP, Advertising Sales. (1/1/10)  
Posted 11/20/13 at 1:27pm
- Pontiflex added Brian Long as VP Mobile. (1/1/08)  
Posted 6/10/13 at 3:41pm
- Pontiflex added Chris Halvorsen as Chief Sales Officer.  
Posted 5/7/08 at 12:17pm

**Whose cloud powers 270,000 more websites than Amazon?**  
Source: HostCats.net as of 10/25/13  
Learn why so many sites use the IBM Cloud. →

**Sharing**

Share this page on Twitter or Facebook

Or copy this code to embed a widget

<div class="cbw\_snap\_nopreview"></div class="cbw\_

# Outgoing Message



# The Message Sandwich





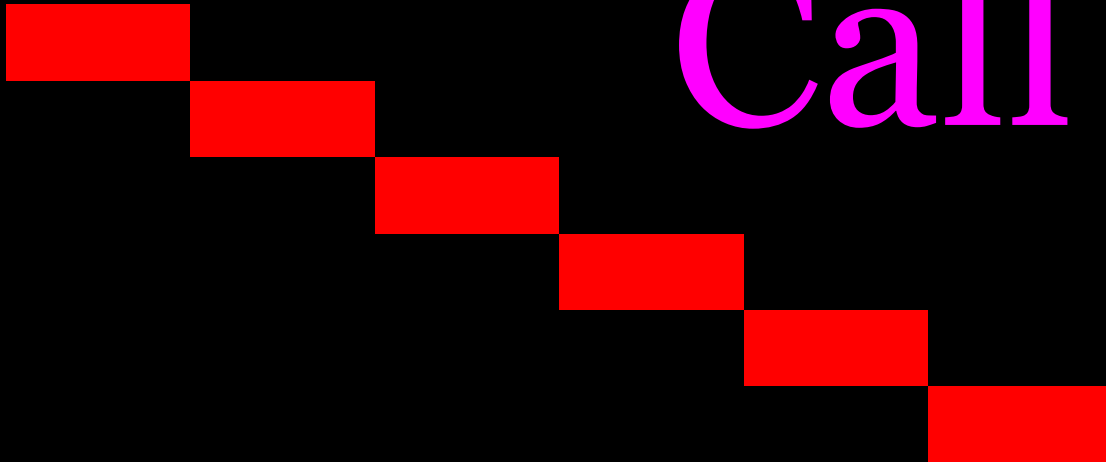
If people like you, they'll  
listen to you, but if they  
trust you, they'll do  
business with you.

-Zig Ziglar

The difference between  
try and triumph  
is just a little umph.

- Steve Jobs

# Six Steps to Building a Call



“So that’s why I wanted to  
schedule a meeting with you  
and I was wondering how  
Tuesday the 15th at 9:45  
might work into your  
calendar?

Here’s my number...”


# Step by Step Process of Going After a Prospect

# Email First



# Technology Tool #3

## Put your subject line to work!

  
**Accounting Firm Email Template**

**Subject Line:** Scheduling possible meeting with \_\_\_\_\_ (insert prospects name)

Dear \_\_\_\_\_ (insert prospects name)

I am writing to schedule a meeting with you. My name is \_\_\_\_\_ (insert your name) from the \_\_\_\_\_ (insert your business dealership). We work with accounting firms like \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ (insert client references) and have helped them increase billable hours, minimize waste & improve workflow through better use of their business technology.

It has allowed them to take on more clients, as well as, react faster to client requests, therefore increasing client retention and attracting more referral business and Process Tax Documents quicker.

I would like to come to share with you best practices that other accounting firms have utilized technology to stay compliant and keep additional profits in house by understanding how the evolution in technology can help you accomplish the business goals of the firm and that's why I wanted to schedule a meeting with you. How would next \_\_\_\_\_ (insert date and time) work for you?

You may certainly reply yes to this time by email or with my contact information below.




Here's to a more profitable and efficient business year,

\_\_\_\_\_  
(Insert contact info)

# Technology Tool #4

Use Contact Money to track  
your prospecting emails to  
make sure they are being read.


**CONTACT***Monkey*  
Track Your Daily Sales Emails

Blog Help Contact   

Email Tracking For Your Team Pricing Install Customers

## Track Daily Sales Emails

- ☒ Track when, where & how your emails are opened
- ☒ Find out who is clicking on your links
- ☒ Get instant notifications to identify who to call now
- ☒ See which of your subject lines works best
- ☒ Effortlessly send email to Salesforce



Add to Outlook or Gmail

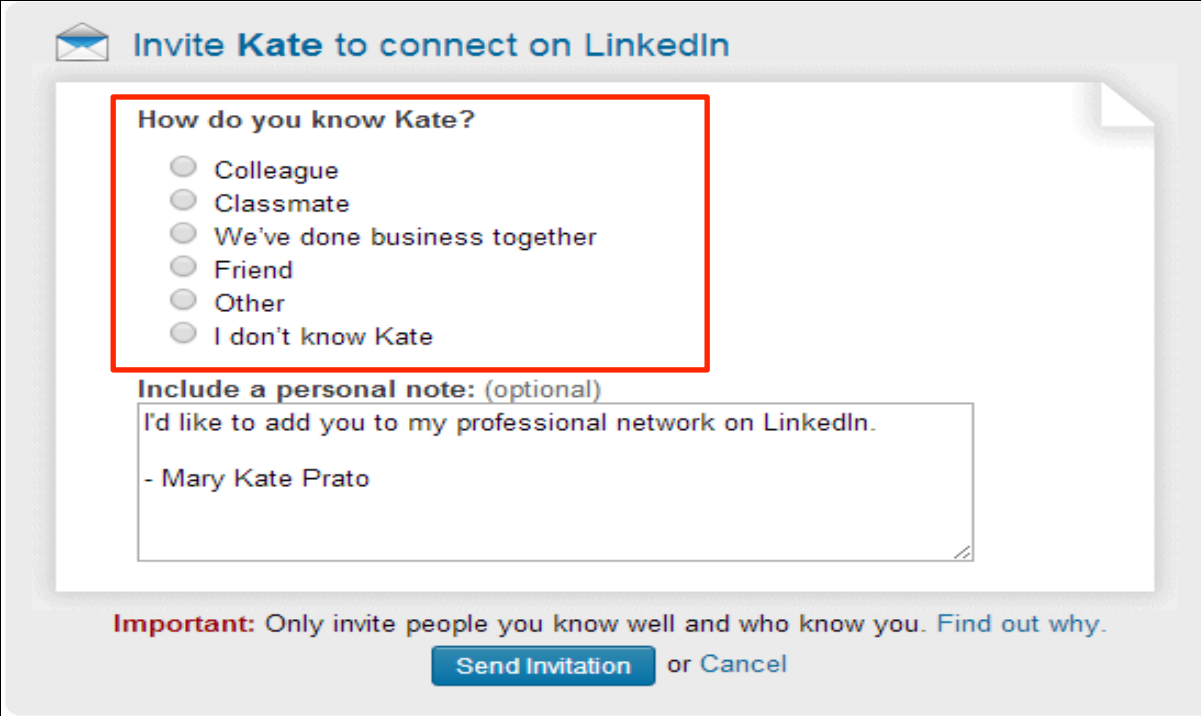
Are you  
READY  
for the  
Work week?

# LinkedIn



# Technology Tool #5

Connect with prospects even when you don't have their email address using a LinkedIn Loophole.



The screenshot shows a LinkedIn invitation interface. At the top, there's a blue envelope icon and the text 'Invite Kate to connect on LinkedIn'. Below this is a red-bordered box containing the question 'How do you know Kate?' and a list of radio button options: 'Colleague', 'Classmate', 'We've done business together', 'Friend', 'Other', and 'I don't know Kate'. Below the red box is a section titled 'Include a personal note: (optional)' with a text area containing the message 'I'd like to add you to my professional network on LinkedIn.' and the signature '- Mary Kate Prato'. At the bottom, there's an 'Important' notice and two buttons: 'Send Invitation' and 'or Cancel'.

Invite Kate to connect on LinkedIn

How do you know Kate?

- ☐ Colleague
- ☐ Classmate
- ☐ We've done business together
- ☐ Friend
- ☐ Other
- ☐ I don't know Kate

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Mary Kate Prato

**Important:** Only invite people you know well and who know you. Find out why.

[Send Invitation](#) or [Cancel](#)



“ C ” Level =

CEO

CFO

IT Director

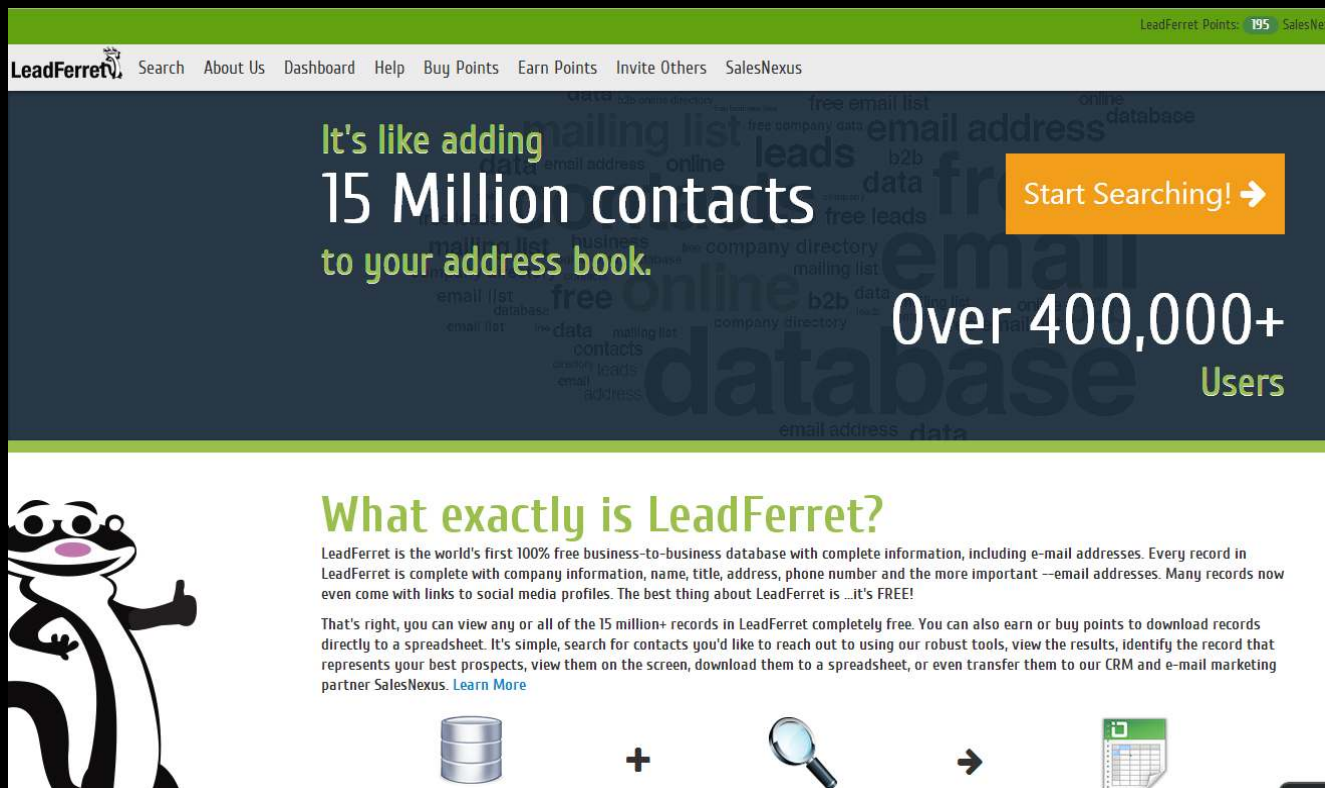
COO

Controller

President

# BONUS Technology Tool #1

Use Lead Ferret to research  
& create a prospecting list.



The screenshot shows the LeadFerret website interface. At the top, a green navigation bar contains the LeadFerret logo and links for Search, About Us, Dashboard, Help, Buy Points, Earn Points, Invite Others, and SalesNexus. The main content area has a dark blue background with a word cloud of terms like 'email address', 'database', 'leads', and 'data'. A large orange button with a right arrow says 'Start Searching!'. Text on the page includes 'It's like adding 15 Million contacts to your address book.' and 'Over 400,000+ Users'. Below this, a section titled 'What exactly is LeadFerret?' features a cartoon ferret character on the left and descriptive text on the right. The text explains that LeadFerret is a free business-to-business database with complete information, including e-mail addresses, and that it's 100% free. It also mentions that users can earn or buy points to download records directly to a spreadsheet. At the bottom, a visual flow shows a database icon, a plus sign, a magnifying glass icon, a right arrow, and a spreadsheet icon.

LeadFerret Points: 195 SalesNexus

LeadFerret Search About Us Dashboard Help Buy Points Earn Points Invite Others SalesNexus

It's like adding 15 Million contacts to your address book.

Start Searching! →

Over 400,000+ Users

### What exactly is LeadFerret?


LeadFerret is the world's first 100% free business-to-business database with complete information, including e-mail addresses. Every record in LeadFerret is complete with company information, name, title, address, phone number and the more important --email addresses. Many records now even come with links to social media profiles. The best thing about LeadFerret is ...it's FREE!

That's right, you can view any or all of the 15 million+ records in LeadFerret completely free. You can also earn or buy points to download records directly to a spreadsheet. It's simple, search for contacts you'd like to reach out to using our robust tools, view the results, identify the record that represents your best prospects, view them on the screen, download them to a spreadsheet, or even transfer them to our CRM and e-mail marketing partner SalesNexus. [Learn More](#)

Database + Search → Spreadsheet

# BONUS Technology Tool #2

Verify an email address is correct with [verify-email.org](https://verify-email.org)


 Free Email Verifier

[Verify Email](#) [Plans&Pricing](#) [FAQ](#) [Poll](#) [Blog](#) [Contacts](#)

## Simple Email Verification

[strikeiron.com/Email-Verification](https://strikeiron.com/Email-Verification)

Free Trial! Email Verification Web Services. Cloud Award Winner.



Email Verifier Software - Clean your lists from bad emails.

Bulk Email Software - Easy to use and powerful bulk email software.

Looking to verify an email?

This email verification tool actually connects to the mail server and checks whether the mailbox exists or not.

What is being verified:

- Format: "name@domain.xxx"
- Valid domain: "somebody@new.york" is not valid
- Valid user: verify if the user and mailbox really exist

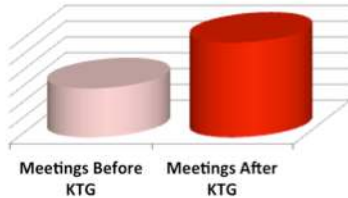
Verify

Be a yard stick of quality.  
Some people aren't used  
to an environment where  
excellence is expected.

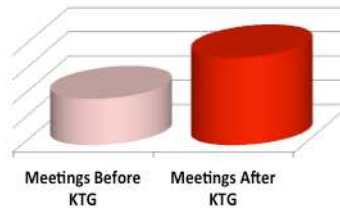
- Steve Jobs

# The Proof Is IN Our Numbers!

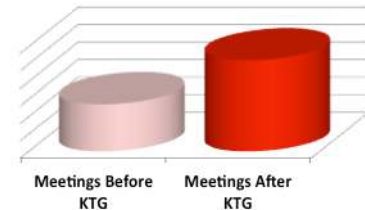
**Blue Technologies**  
**94% Growth**  
**In Two Months**



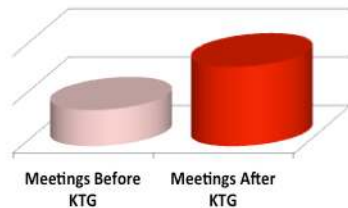
**Fraser**  
**89% Growth**  
**In One Week!**



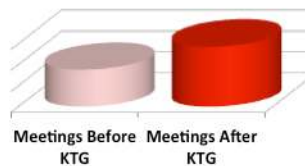
**Modern Office Methods**  
**93% Growth**  
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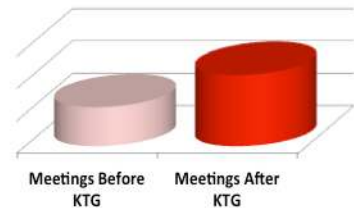
**Datamax Arkansas**  
**122% Growth**  
**In One Month**



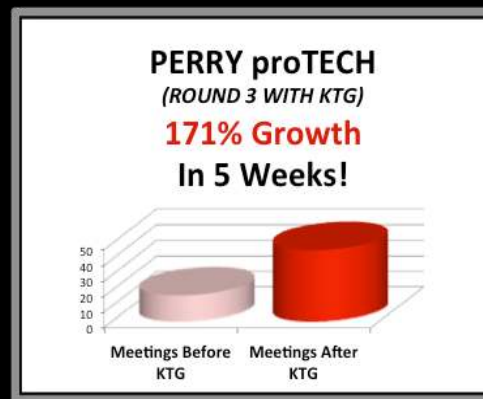
**Atlantic Business  
Products**  
**63% Growth**  
**in One Month**



**Offix**  
**83% Growth**  
**In Five Weeks**



# This could be your dealerships results.



## We're ready when your ready!

# THE KINGSTON TRAINING GROUP

## PROSPECTING SALES TRAINING INCLUDES:

- \* Live on-site workshop training
- \* Individual One-on-One training placing real calls to live prospects
- \* Training and Tools for Managers
- \* 55+ Vertical industry telephone scripts and 170 email templates delivered (EX: Law, Medical, Construction)
- \* Digital recordings of all training sessions
- \* Vertical Vocabulary Tele-classes
- \* New Hire training
- \* Weekly access to additional Touch Point and New Hire Training
- \* Tele-training once a month for sales people and managers on process and systems.
- \* Activity accountability
- \* Time Management
- \* Social Media prospect training

Make More Meetings,  
Make More **Money**.

- Kate Kingston

Are you ready to make  
more Net New  
Revenue for your dealership?

We're ready when your  
ready!

**Kate Kingston**

**646-831-5184**

[kkingston@kingstontraining.com](mailto:kkingston@kingstontraining.com)

[www.kingstontraining.com](http://www.kingstontraining.com)