



Welcome Back





David Sansenbach

**West Coast Regional Manager
ESP**





Carl Little

**Vice President of Dealer Sales Channel
InkCycle Inc.**





Kate Kingston

President

Kingston Training Group



Prospecting Stats: What “Good” Looks Like

Presented by **Kate Kingston**

Kingston Training Group

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**What can we
expect...**

Succeed

First and Foremost,
a Business Technology Dealership
is a
Sales Company.



What keeps your *sales staff* up at night?

**“Where are the
New Sales?”**

Imagine this...











MPS

Hardware

Software

Great Service Contracts

Imagine...

**So why is that not
your reality?**

KINGSTON TRAINING GROUP INC

Appointment Setting Call Log

Name: _____ Week of: _____

Days	Date Time	DIALS	DM Reached	APPT	Maximize Touches					
					VM		Email		Asst	
MONDAY Verticals:										
TUESDAY Verticals:										
WEDNESDAY Verticals:										
THURSDAY Verticals:										
FRIDAY Verticals:										
TOTALS:										

Keep Score – It will give you many helpful TIPS:

- Skill base or Volume Challenges
- Best time to call certain verticals
- Effectiveness of the different prospecting methods

**Knowing where your
sales people are is the
first step.**

KINGSTON TRAINING GROUP INC

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What?

Why?

How?

Prospecting



What “Good” Looks Like

What if...

**Every 12 you see,
you sell.**

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Statistics



**3 to 4 Decision-Makers Live
= 1 Meeting**

**15 to 18 Dials
= 1 Meeting**

Every 9 – 10 emails gets a response



Activity

How often to email

Overcome
Objections

What
to Say

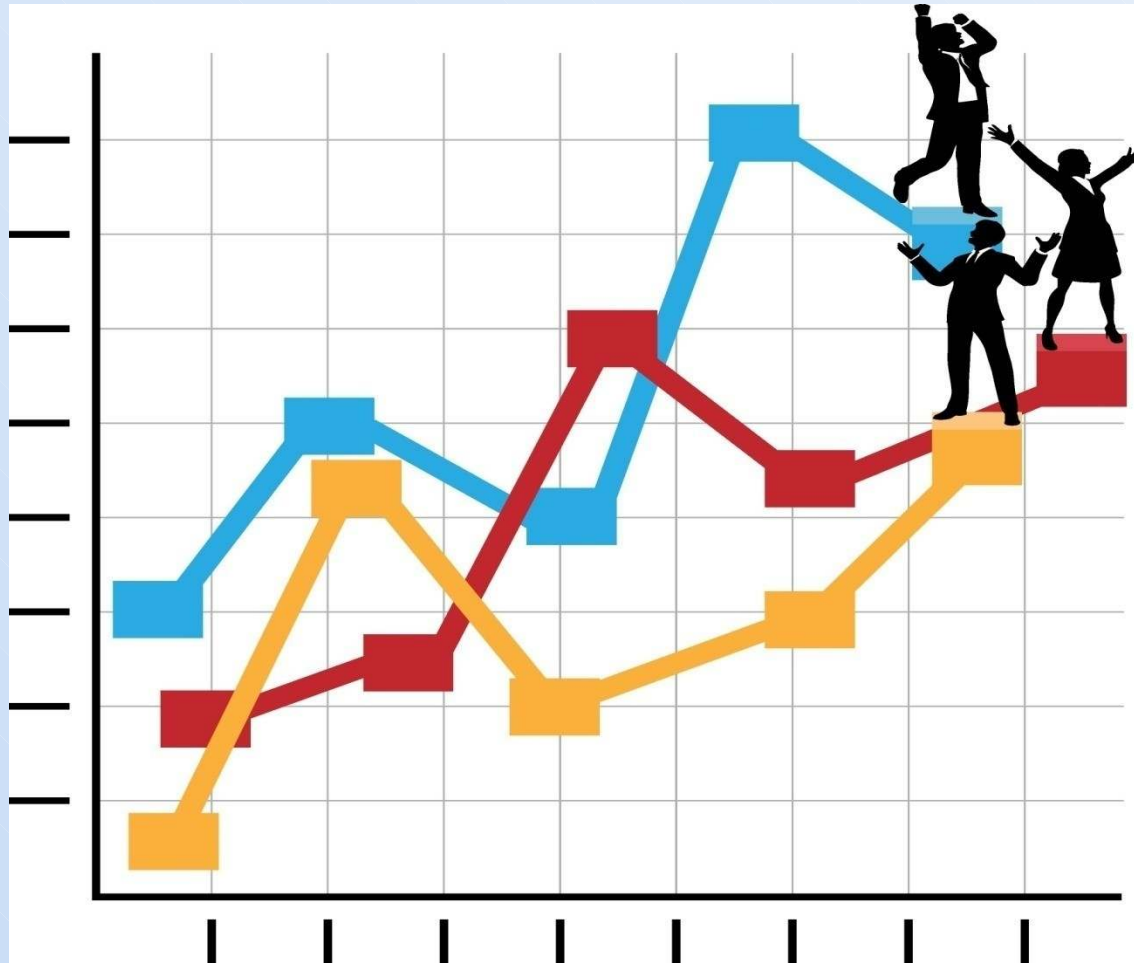
How to use
the right
language

How to get
the
meeting!!

How often
to call



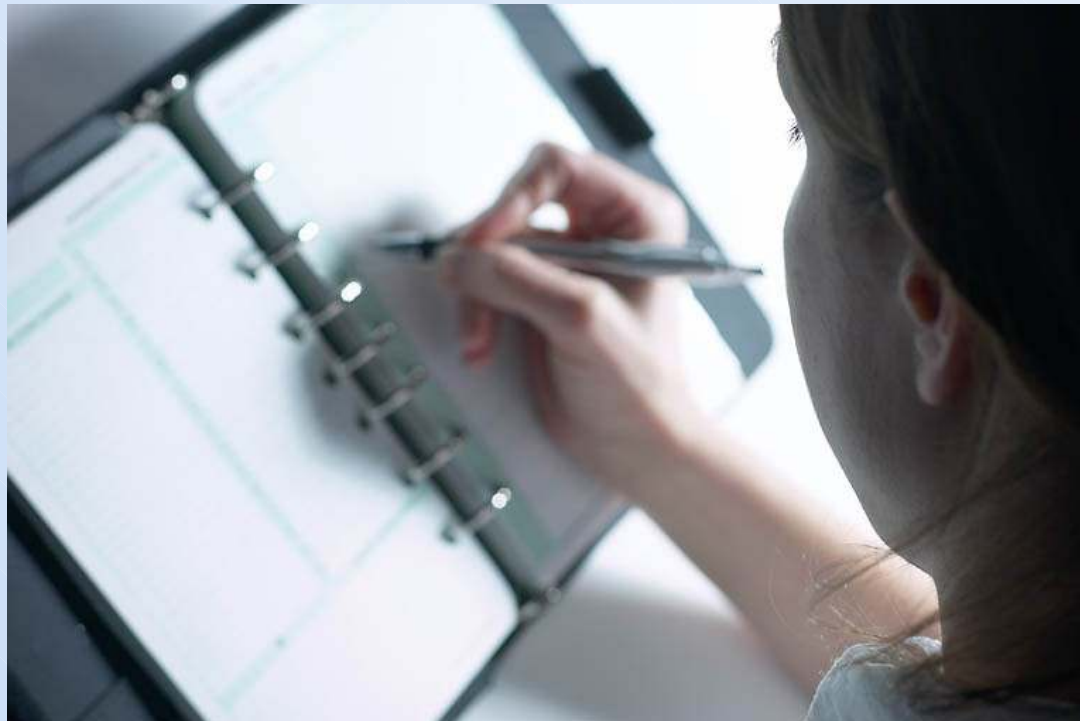
Get past the
Assistant



A Sampling of our Clients...

- ♦ A & A Office Systems, Inc.
- ♦ Advanced Business Systems
- ♦ Advanced Imaging Solutions
- ♦ Advanced Imaging Strategies
- ♦ All Copy Products
- ♦ Arizona Office Technologies
- ♦ Business Systems Consulting, Inc
- ♦ Capital Office Solutions
- ♦ Carr Business Systems
- ♦ Casey Systems, Inc.
- ♦ CB Doc Solutions
- ♦ Chicago Office Technology Group
- ♦ ComDoc, Inc.
- ♦ Connecticut Business Systems
- ♦ Conway Office Systems
- ♦ Copytronix
- ♦ Dahill, A Xerox Company
- ♦ Datamax Kansas City
- ♦ Datamax Micro
- ♦ Datamax of Texas
- ♦ Datamax St. Louis
- ♦ Eastern Copy Products
- ♦ Flexprint, Inc.
- ♦ Fraser Advanced Info. Systems
- ♦ Graphography
- ♦ Infomax Office Systems, Inc.
- ♦ James Imaging Systems
- ♦ Lineage
- ♦ Lucas Business Systems
- ♦ Marimon Business Systems
- ♦ Martin Whalen Office Solutions
- ♦ Milner Document Products, Inc.
- ♦ MWB Copy Products
- ♦ Northwest Copier Group
- ♦ Pacific Office Solutions
- ♦ Perry Corporation
- ♦ Quality Business Systems
- ♦ Vision Office Systems

- Systems
- Process
- Skill Base
- Time Management
- Accountability
- Activity



KTG Provides Results

Perry Corporation

experienced a **157%** Increase
in the number of
New Meetings Scheduled
After only 4 Weeks of Training

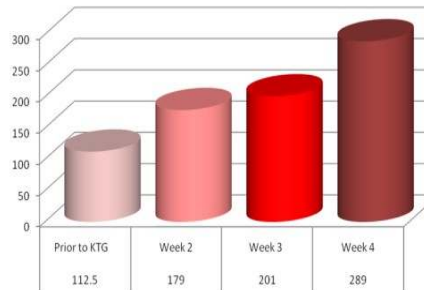
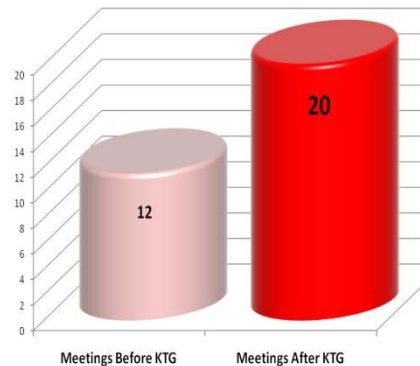


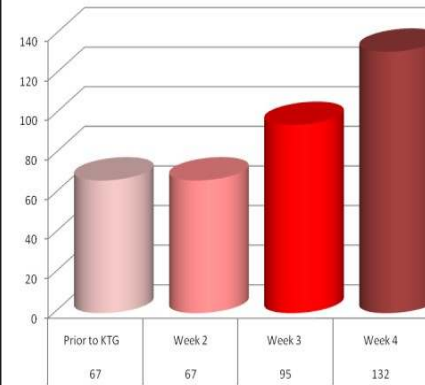
Image Solutions

74% Growth in just One Week!



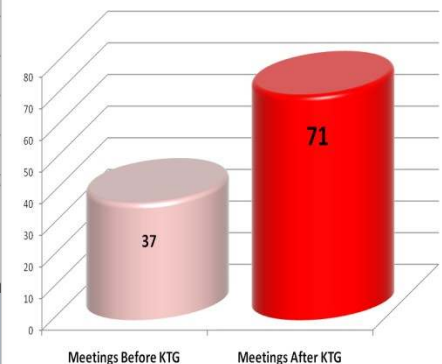
Datamax of Texas

experienced a **97%** Increase in the Number of
New Meetings Scheduled
After only 4 Weeks of Training



Fraser

91% Growth in just One Week!





**“Hi: This is Frank from ABC
DocTech, may I speak with the
person in charge of copiers at
your company?”**

150 Touches a Week



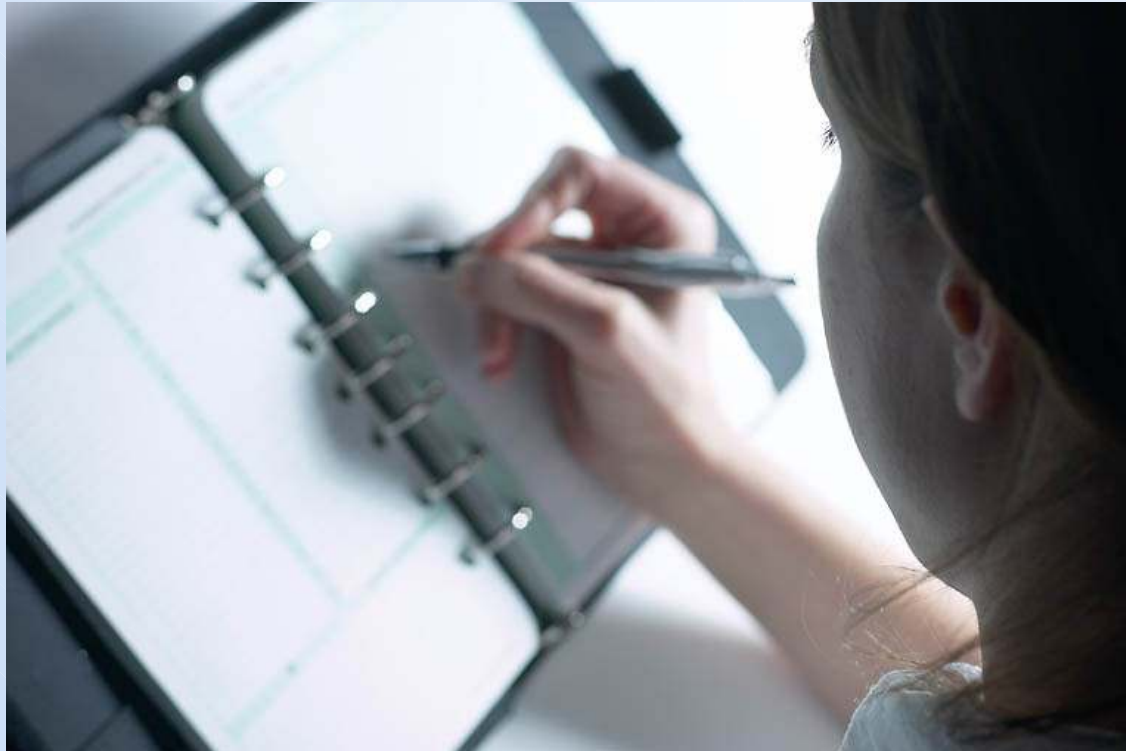
Phone



Email



Foot Canvassing





“C” Level

CEO

CFO

President

Controller

COO

IT Director

To: MyProspect@manufacturingcompany.com

From: Joe@smartcompany.com

Subject: Possible Meeting at Your Office on Tuesday, July 15 at 9:45 with Kate Kingston

Dear Decision Maker,

My name is Joe with Smart Company and I am writing to schedule a meeting with you. I specialize in helping manufactures to utilize their business technology to improve project management, meet critical deadlines, offset the costs of rising material & insurance expenses and help optimize labor costs.

We have helped many area manufactures like XYZ Widgets, ABC Manufacturing, and Top of the Line Products to accomplish these objectives and other cost saving initiatives. Just as a quick example, we were able to help **(insert client success story)**.

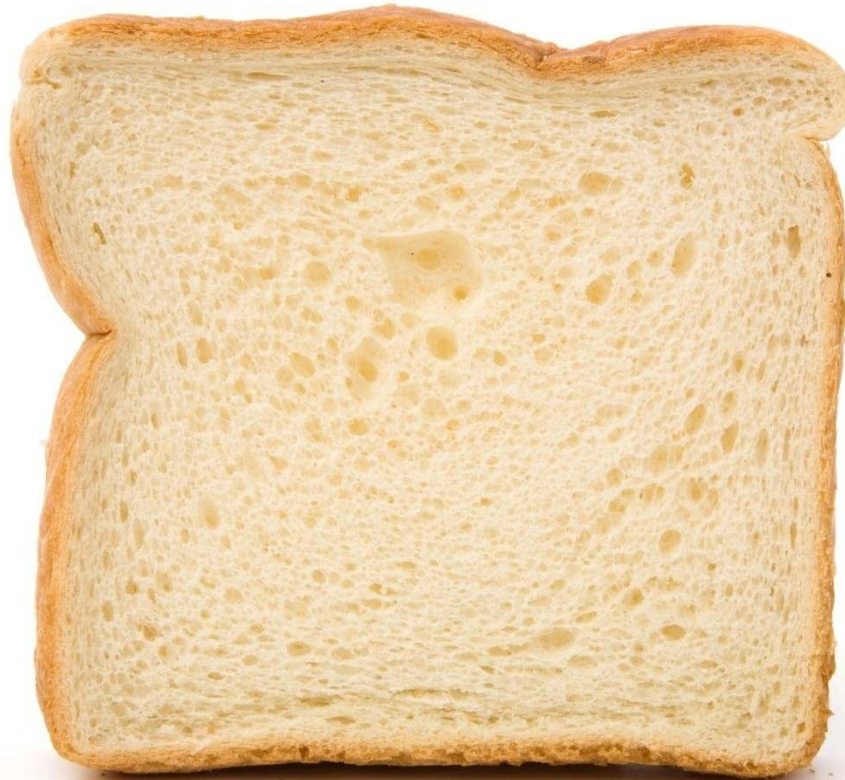
So this is why I wanted to schedule a meeting with you; because I thought you might have the same challenges that many of these manufactures experienced before we were able to help them out.

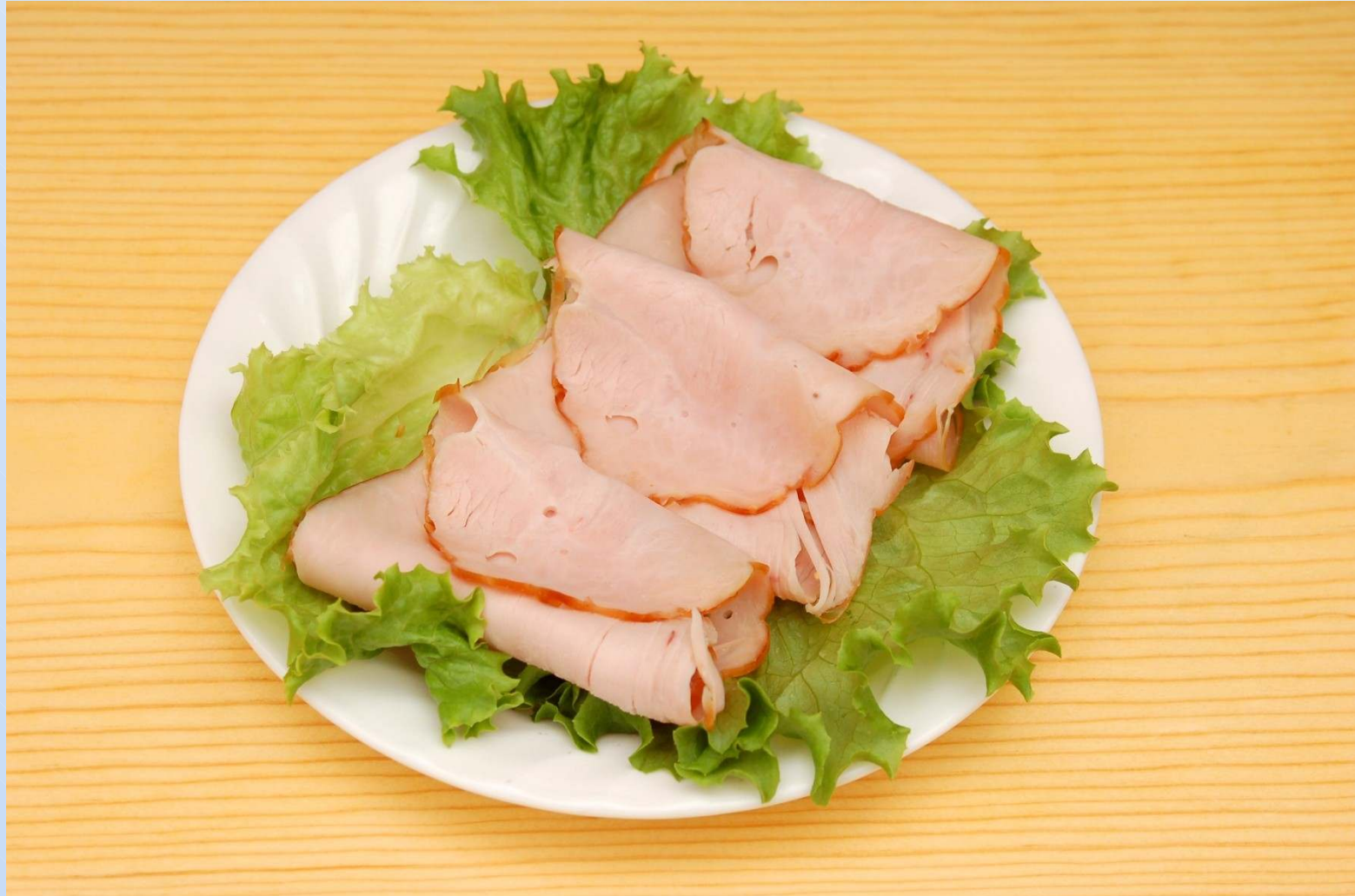
How would Tuesday the 12th at 8:45am work into your calendar? You may respond to this email or to my contact info below. I am looking forward to helping you attain your organizational goals and strategies regarding document management.

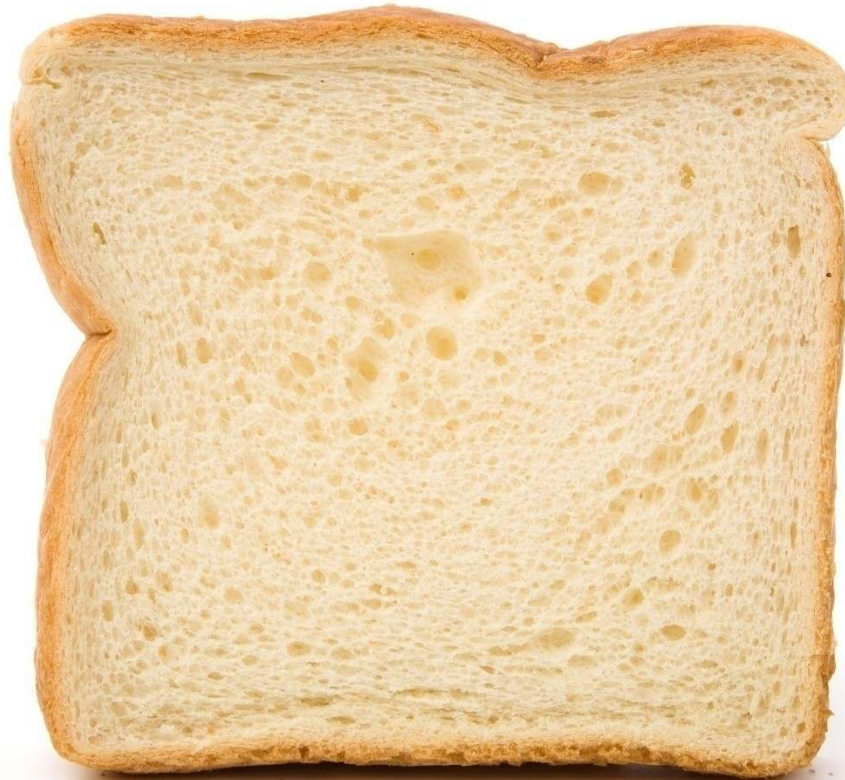
Sincerely,

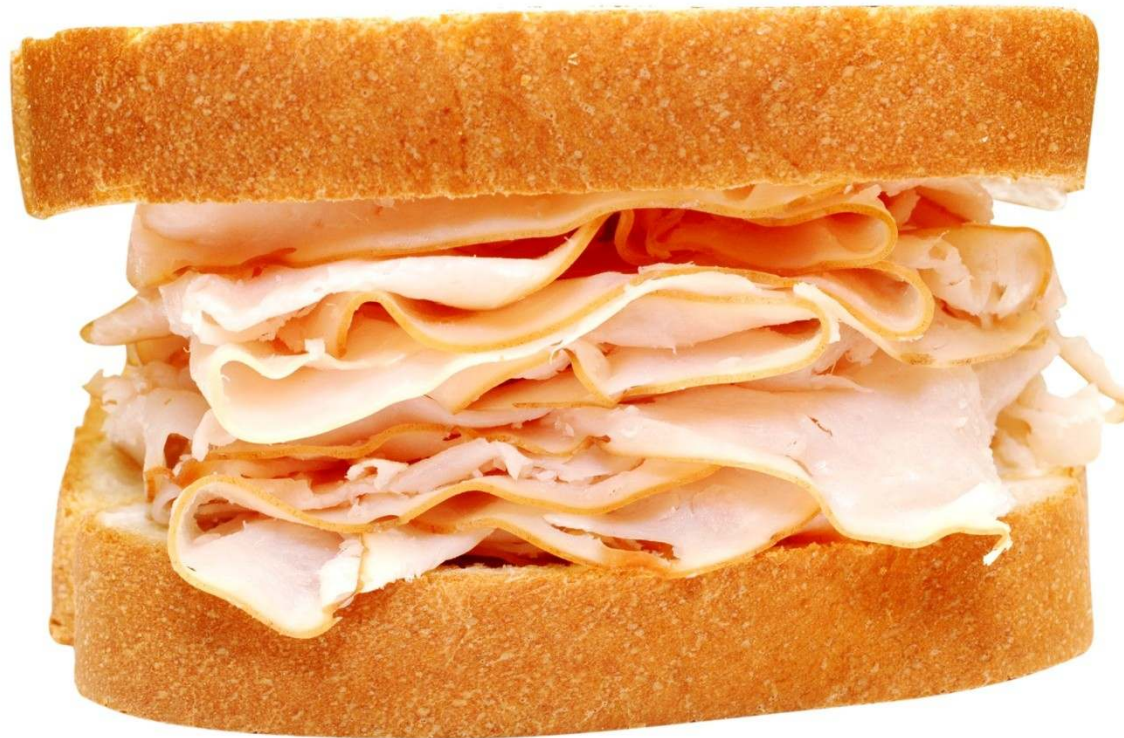
Joe Success
Smart Company













KTG Checklist before You Call Message Sandwich

NAME: _____ Reason for call: *To Schedule a MEETING!*

INDUSTRY/ HEADER: _____

REFERENCES: _____/ _____/ _____

How does this Vertical make money / Vertical motivators & buzzwords

Vertical Motivator & How your product or service plugs into...

1 _____

2 _____

3 _____

DAY/DATE/TIME; _____ PHONE; _____

DATA – Real Story/ Same Vertical Results

VOICEMAIL

If you catch my Voicemail and that time DOES work, please let me know on my voicemail because I am looking forward to *(Repeat a vertical benefit)*.

Remember Cell, Page, Email, Use the Assistant to get the meeting, Power-pack the email.







All KTG On-Site Training Programs Include:

- ♦ The KTG GUARANTEE: A 50% INCREASE in C-LEVEL Meetings
- ♦ Workshop(s)
- ♦ One-on-One training
- ♦ Training for Managers and Supervisors
- ♦ Vertical industry telephone scripts and email scripts
- ♦ Monthly Teletraining
- ♦ Digital MP3 recordings of training sessions
- ♦ Open Office Hours with Kate, CEO & Founder
- ♦ Training for additional New Hires
- ♦ Private monthly manager conference calls
- ♦ And more...



**Downloadable
Resources**



**Weekly
Teleconferences**

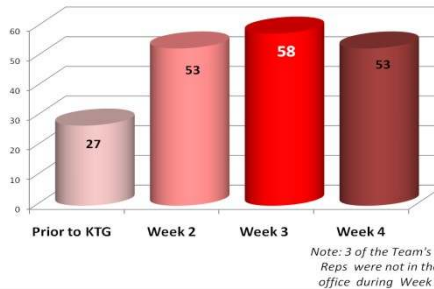


**Dedicated
Forum**

KTG Provides Results

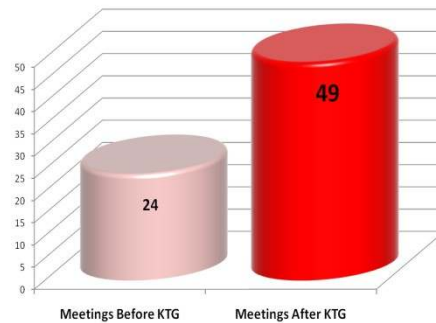
Martin Whalen Office Systems

experienced a **115%** Increase
in the number of
New Meetings Scheduled
After only 4 Weeks of Training



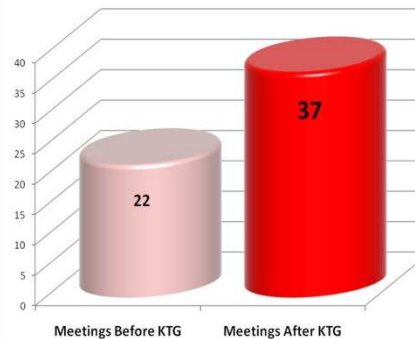
Lineage

104% Growth in just One Week!



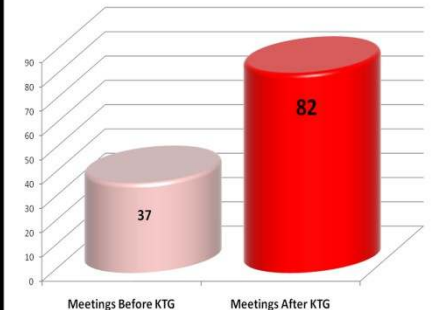
Datamax Kansas City

69% Growth in just One Week!



Datamax Micro

122% Growth in just One Month



Introducing...

**Webinar-Based
Training for Smaller
Dealerships**

Kate Kingston
Cell: 646-831-5184
kkingston@kingstontraining.com





Rocky Rockwell

Business Development Manager
MSE Global





Lunch Time Exhibits Open

