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How do you land and conduct a C-level, vertically focused, full technology solution meetings.

Presented by **Kate Kingston**

Kingston Training Group
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877-KTG-2123

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Succeed

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First and Foremost,
a
Business
Technology
Dealership
is a
sales company.

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6-8 net new
meetings a
week?

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- MPS and MNS
- HARDWARE
- SOFTWARE
- GREAT SERVICE CONTRACTS

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

What?

Why?

How?

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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



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“Blue Ocean Strategies”



BLUE
OCEAN
STRATEGY

How to Create
Uncontested Market Space
and Make the Competition Irrelevant

W. Chan Kim · Renée Mauborgne

HARVARD BUSINESS SCHOOL PRESS

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Making a case for change in your prospecting.

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Two Questions

Today you will learn:

- Proven strategies that take prospecting to the next level.
- How to set the stage for you to build relationships with prospects that will lead to the opportunity to identify and perform a full analysis of their technology even with current clients.

Today you will learn:

- Real-life examples for foot, phone and email to land a meeting at the C-level and translate the content of that conversation into the first meeting. You will also walk away with proven techniques and talk tracks that will result in more proposals and more sales.

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Some of our Clients...

A & A Office Systems, Inc.	Connecticut Business Systems	Marimon Business Systems
Advanced Business Systems	Conway Office Systems	Martin Whalen Office Solutions
Advanced Imaging Solutions	Coordinated Business Systems	Milner Document Products, Inc.
Advanced Imaging Strategies	Dahill, A Xerox Company	MWB Copy Products
Atlantic, Tomorrow's Office	Datamax Kansas City	Oklahoma Office Systems
All Copy Products	Datamax Micro	Perry Corporation
Americom Imaging Systems	Datamax St. Louis	Quality Business Systems
Applied Imaging	Datamax of Texas	Sharp USA
Arizona Office Technologies	Des Plaines Office Equip. Co.	Solution One
ASI Business Solutions	DocuSystems, Inc.	SymQuest
Automated Business Products	DocuTeam	Swenson Group
Bay Copy	Eastern Copy Products	Upstate Office Equipment
BizDoc, Inc.	Flexprint, Inc.	US Imaging Solutions
Business Systems Consulting	Fraser AIS	Vision Office Systems
Business World	Graphography Imaging Solutions	WPS, Inc.
Capital Office Solutions	Infomax Office Systems, Inc.	Zeno Office Solutions
Carr Business Systems	Integrated Document Tech	Zoom Imaging Solutions Inc
Casey Systems, Inc.	James Imaging Systems	
CB Doc Solutions	Konica Minolta	
Chicago Office Technology Group	Lakeland Office Systems	
Cobb Technologies, Inc.	LaserCycle USA	
Com Doc, Inc.	Lineage	
Cornerstone	Lucas Business Systems	

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**Approved Co-Op Vendor
For
Konica Minolta
&
Sharp
And others**

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Every 12 people you see...

**See 3 Net-new prospects =
1 proposal**

4 proposals = 1 new sale

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24

36

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

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

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150 Touches a Week



Phone



Email

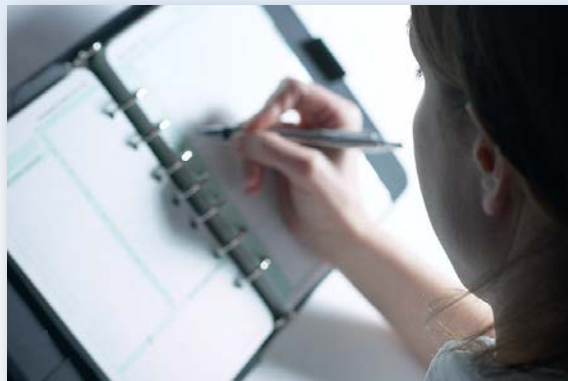


Foot Canvassing

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Identify 40 Prospects

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Managing Change from Farmers to Hunters

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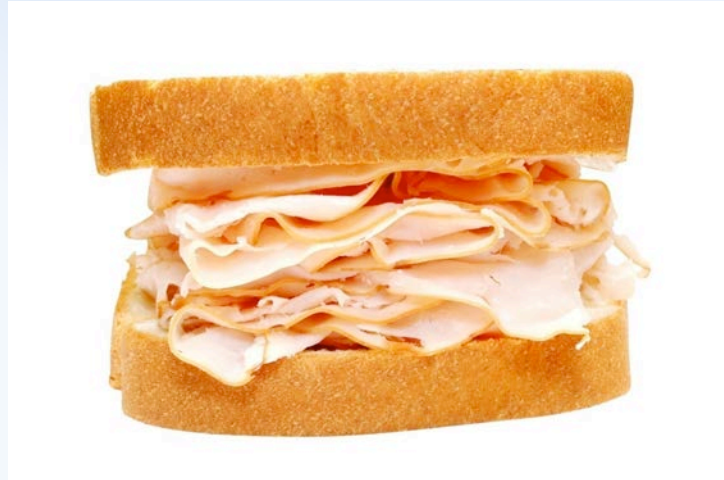
Land The Meeting

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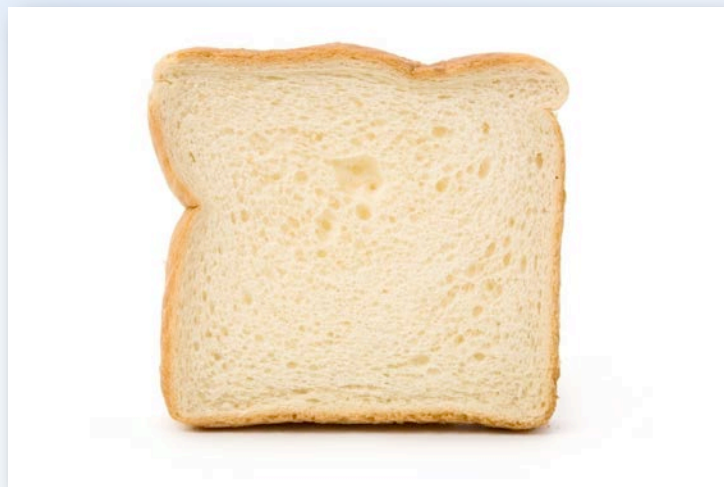
“C” Level

CEO	CFO
President	Controller
COO	IT Director

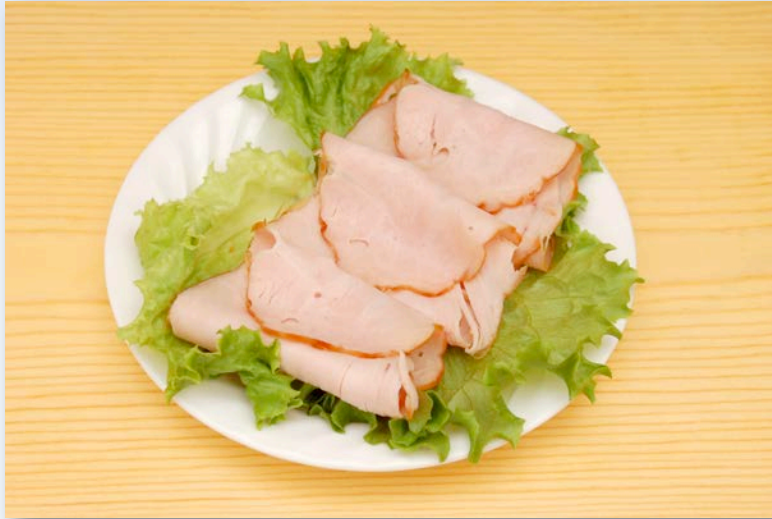
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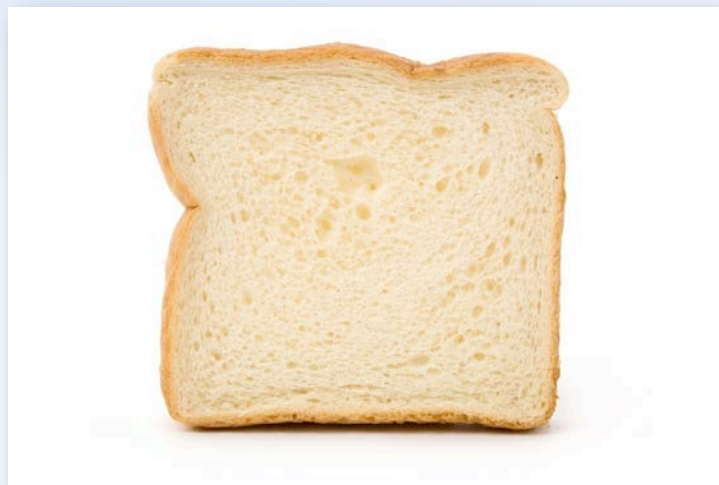
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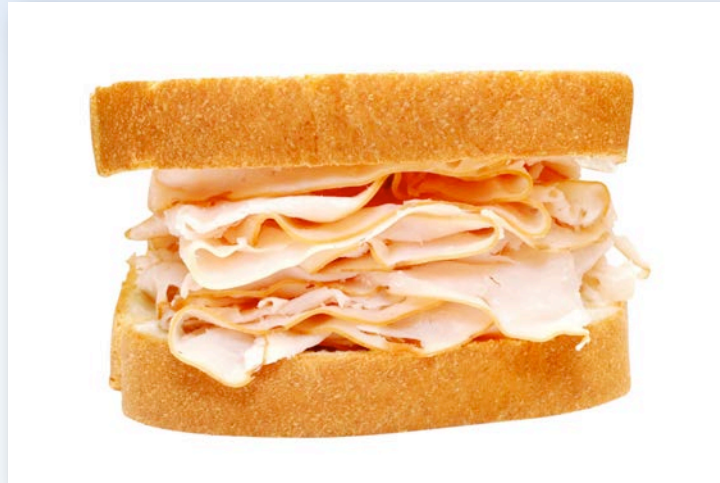
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Vertical Marketing...

- | | |
|---|---|
| ◆ Accounting Firms | ◆ Insurance Companies |
| ◆ Advertising Firms | ◆ Legal Firms |
| ◆ Architecture / Engineers | ◆ Mail-House Industry |
| ◆ Associations – Member Driven | ◆ Manufacturing Companies |
| ◆ Auto Dealers | ◆ Mortgage Companies |
| ◆ Banking/ Financial | ◆ Oil/Gas Companies |
| ◆ Churches | ◆ Printing/Publishing Companies |
| ◆ Communications, Technology - Sales Organizations | ◆ Property Management Companies |
| ◆ Construction Companies | ◆ Real Estate Agencies |
| ◆ Educational Institutions | ◆ Restaurants |
| ◆ Energy/ Oil/ Gas | ◆ Retail Companies |
| ◆ Furniture Stores | ◆ Sales Organizations; Communications, Technology |
| ◆ Government – City/ Municipal | ◆ Title Companies |
| ◆ Health Services - Hospitals/Medical Practices/Clinics | ◆ Tourist; Museums, Galleries, Theme Parks, Attractions |
| ◆ High-Tech Companies | ◆ Transportation Companies |
| ◆ Hotels/Motels/Camps | |

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

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LEGAL Focused MESSAGE SANDWICH

Hi, this is Your Name; I am calling to schedule a meeting with you. I specialize in (or am an expert in or work primarily with) Legal Firms. I am a Legal Document Specialist (or Expert) and help Law Firms (see Checklist and enter answer to question #1) _____.

We work with (see Checklist and enter answer to question #2) _____, _____ & _____ to name a few, and have helped them.... (Just Choose 1 or 2 points)

- **Increase billable hours & decrease costly administrative time so they can take on more clients by...**
 - Incorporating scanning, archiving & easily searchable PDF's into their daily routine. Spending less time on paperwork gives you more time in front of your customers. **HEY! E... more billable hours!**
- **Reduce unbillable hours to make firms more profitable by...**
 - Reducing document search time and simplifying digital filing with the courts. Our law firms are then able to take on more clients.
- **Communicate electronically with the courts so that they are compliant & on-time by...**
 - Implementing scanning, archiving, retrieving & electronic filing of documents.
- **Build cost recovery centers & Create Revenue streams by...**
 - Implementing effective and streamlined accounting practices with their office technology. It is a rumor within the industry that a well run technology cost center is worth more than a 1st year lawyer!
- **Free up administrative time searching for documents so they can take on more clients by...**
 - Implementing scanning, archiving, retrieving & electronic filing of documents.
- **Increase New Clients through seminars & classes by...**
 - Giving them the ability to create customized color seminar materials that have a larger impact on the attendees
- **Take on more clients & react faster to client requests by...**
 - Implementing scanning, archiving, retrieving & electronic filing of documents and securely allowing accessibility of client files.

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1 _____

2 _____

3 _____

DAY/DATE/TIME: _____ PHONE: _____

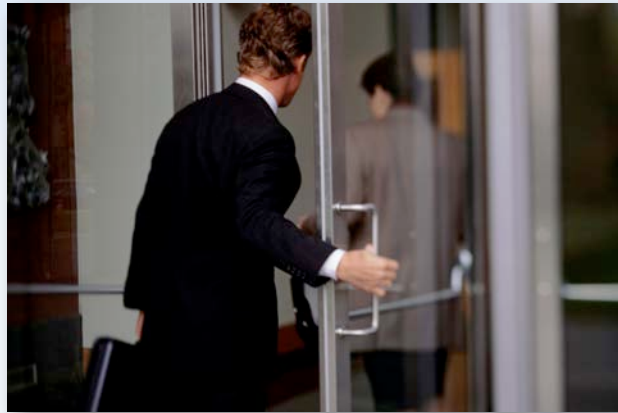
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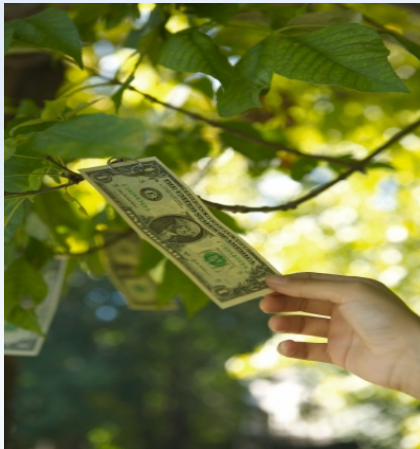
Client Success Story At Night

Subject Title 1:

Are your attorneys only reading client documents - Do you want to know how other Law firms are utilizing windshield time to increase billable hours?

Body of the email:

Other firms are using a new software that turns scanned PDFs into Audio files. Then listen to them to and from the office and while the workout. Wouldn't you like to better utilize your attorneys drive time to get more done?



LOW HANGING FRUIT

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What keeps your sales staff up at night?

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Prospecting Research Form

Company: _____

Website: _____

Go to their website after reviewing any notes from your CRM – Review contact us section to see if they have more than one location, review about us section, case studies, clients, press releases, is their executive officers listed...

Write down the facts that you find...

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Compose the sentence(s) you will add to your talk track or email that will show that you have done research and know something specific about their company or them.

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What Our Clients are Saying...

"Information on call scripting is great. I like focusing on specifics within a company's industry." *Rick G. A & A Office Systems*

"A must for training reps in today's market place. Your story must be told to gain new customers. Kate makes sure the story hits the street and has a process to make sure it works." *Brian L. Datascan Micro*

"Good stuff! Kate has her stuff together. C-level meeting setting is an art, presented with style and confidence. [KTG] really has something that can help your reps get more C-level meetings." *Bruce H. Advanced Imaging Strategies*

"I've learned how to translate what we do specifically for different industries to motivate them to want to make an appointment with me!" *Cindy B. Quality Business Systems*

"I'm astounded at Kate's objectivity and clarity in communicating the training objectives, ensuring that we grasp the importance of learning and using these tools. She has provided truly one of the best training courses I have ever experienced." *D.D. Miller Document Products, Inc.*

"The results are phenomenal! The Kingston Training methodology had a big hand in our commercial team annual revenue going from 4 million to 7 million, 80% which is NEW business. Our turnover also decreased from 100% to 45% because the newer reps are more confident on the phone and are making more \$2 sooner. We implemented other strategies and had some other changes that also had an impact on those successes but I would have no trouble attributing a great deal of this success to the incredible prospect training of the KTG Group. Our managers and trainers have now taken ownership of this and have infused it with our daily & weekly routines. Manager & Trainer evangelism is an absolute must to insure success with this program... and with the above results, why wouldn't we? Kate is a master at her craft. I have no doubt in saying that KTG is an absolute MUST in training and WILL increase NEW meetings & revenue as well as lower your attrition rate!" *Dan C. VP of Sales Quality Business Systems*

"For the first time ever, customers are calling me back to schedule appointments. The Call Book is very helpful in organizing and refocusing prospecting time, especially car time. Focusing prospecting vertically is a great approach." *Dan W. Stewart Business Systems*

"This training was the best training that I have received in my 3 years with AOT, the information gathered in just the 2 hour workshop will help me set more and make appointments." *Bruce G. Allsource Office Technology*

"With the obvious increase in meetings and activity, the focus your programs has provided has been very exciting. The feedback I have received from the representatives has been positive. We will be using this training to back into an expected monthly call rate to maintain successful prospecting levels." *John L. Manager, Perry Corporation*

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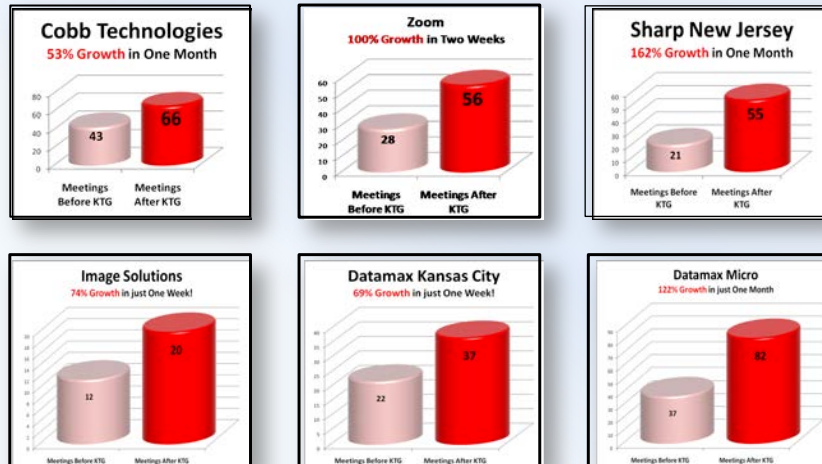
Measuring success Tracker Report Card

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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...

KTG Produces Results



◆ How does your dealership stack up?

◆ Prospecting Business Plan for 2013

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Sales Models are nice.

**The Solution Approach
Is nice...**

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LinkedIn Recommendation

John Lowery of Applied Imaging has endorsed **Kingston Training Group**.

Dear Kate,

I've written this recommendation of your work to share with other LinkedIn users.

Details of the Recommendation: ***"Applied Imaging has used Kate Kingston's training to produce more appointments for our sales force. There has been a 25% increase in our monthly revenue. We have experienced a 50% increase in the weekly appointment's schedule. She taught us time management and appointment closing techniques. I recommend Kate without reservation."***

Top Qualities: Great Results, Personable, Good Value

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Kate,

I realized yesterday when I got to my snowy car, that I didn't thank you for what a great job you did yesterday!

Your program was very prepared, came with great ideas even on the voicemails, had additional material already pre-made for the reps to use immediately, and lastly everyone has commented to me on what a great program you have. All the reps and managers are excited to see you again next week.

Thanks again, and it seems like you and I made a pretty good team together yesterday. I hope my ideas, comments, and help was valuable to you as well.

Look forward to this years growth results.

Sincerely,

Rob Habeeb

Atlantic, Tomorrow's Office

KINGSTON TRAINING GROUP INC

Kate Kingston

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