

Proactive Prospecting



BTA – Capture The Magic

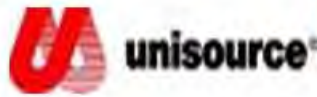
August 2, 2013

Tibor Shanto

- Principal – Renbor Sales Solutions Inc.
- B2B New Business Acquisition
- Helping companies and individuals sell more by selling better.
- Focus on Execution



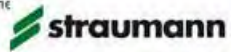
RICOH



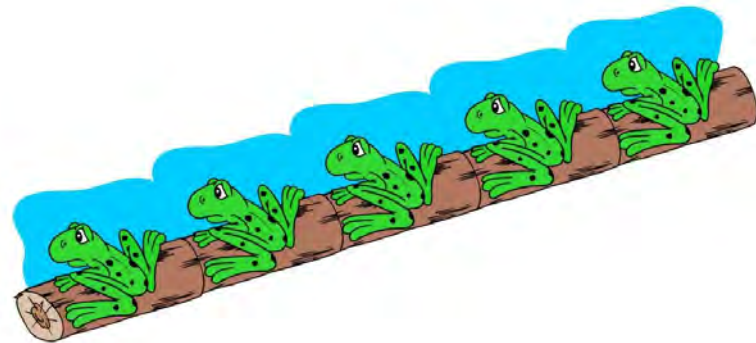
Imperial Oil



Brunel



Commitment to Action



Feldman & Spratt

Today's Focus

- Current Climate
- What You Can Change
- The Dynamics of B2B Prospecting
- Proactive regimen
- Execution

Taking Action

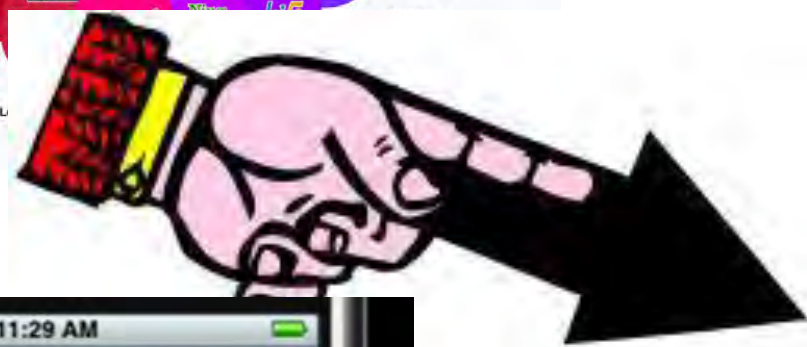
- Sales (All) people will do one of two things:
 - Execute
 - Excuses
- Execution – Everything Else is Just Talk

Persistent Execution

- 48% Of Sales People Never Follow Up with a Prospect
- 25% Of Sales People Make a Second Contact and Stop
- 12% Of Sales People Make a Third Contact and Stop
- **Only 10% Of Sales People Make More Than Three Contacts**
- 2% Of Sales Are Made On the First Contact
- 3% Of Sales Are Made On the Second Contact
- 5% Of Sales Are Made On the Third Contact
- **10% Of Sales Are Made On the Fourth Contact**
- **80% Of Sales Are Made On the Fifth to Twelfth Contact**

**Direct
Engagement**

**Prospects Sales Revenue
\$\$\$\$\$\$\$
Profit**



Message Insert Options Format Text Add-Ins

Paste Cut Copy Format Painter Clipboard Basic Text

To: Dear Prospect

From: Tibor Shanto

Subject: Let's Meet

Tibor Shanto
[Renbor Sales Solutions Inc.](#)
 416 822-7781
 New Toll Free (855) 25-SALES
tibor.shanto@sellbetter.ca

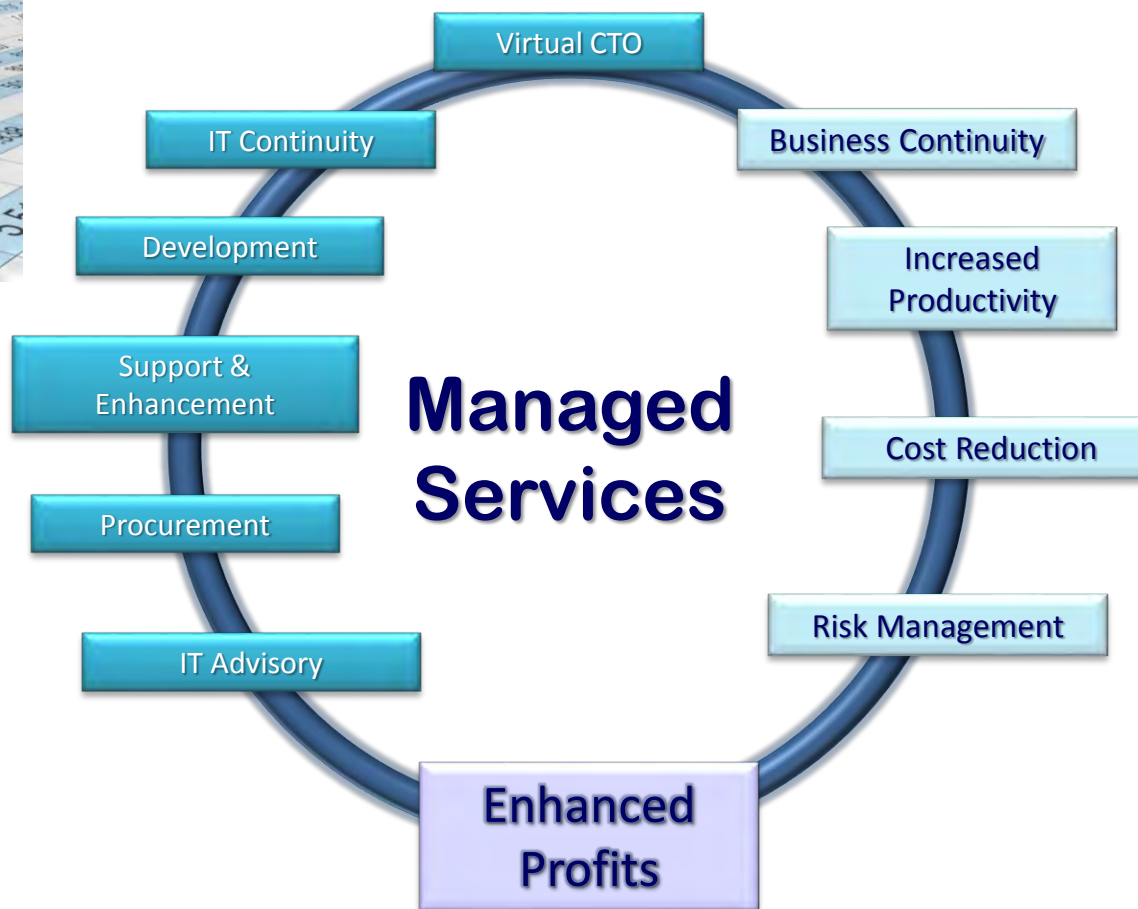
See feature on [Renbor in The Canadian Business Journal](#), Canada's leading B2B







The image is a collage of various mathematical tables and a calendar grid, all featuring numbers in a blue and white color scheme. The tables include multiplication and division tables, and a calendar grid. The numbers are arranged in a grid-like pattern, with some tables showing multiplication results and others showing division results. The overall aesthetic is clean and modern, with a focus on mathematical concepts.



The Fact Remains

- Nearly 50% of B2B reps did not make quota?
- Over 80% of revenue from existing accounts & products
 - What is your attrition rate?
- Conversion rate of lead to engagement remains low?

Question

- Sales People Know What They Have To Do – They Just Don't Do It
- They Either Don't Know How or Don't Want To
- Proactive Prospecting Regimen – **Crucial!**

The Big Question

- Why is it that Sales People don't like to Prospect?
 1. Fear of Rejection – Objections
 2. Not a good use of time
 3. Too many other things to do
 4. Not enough leads

Their Answer

- 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!

Consider

- According to Sales Benchmark Index (www.salesbenchmarkindex.com)
- The median conversion (across all B2B industries) for SQL (Sales Qualified Lead) to Close is 11-15%
- The average contact to appointment conversion rate is roughly 14%

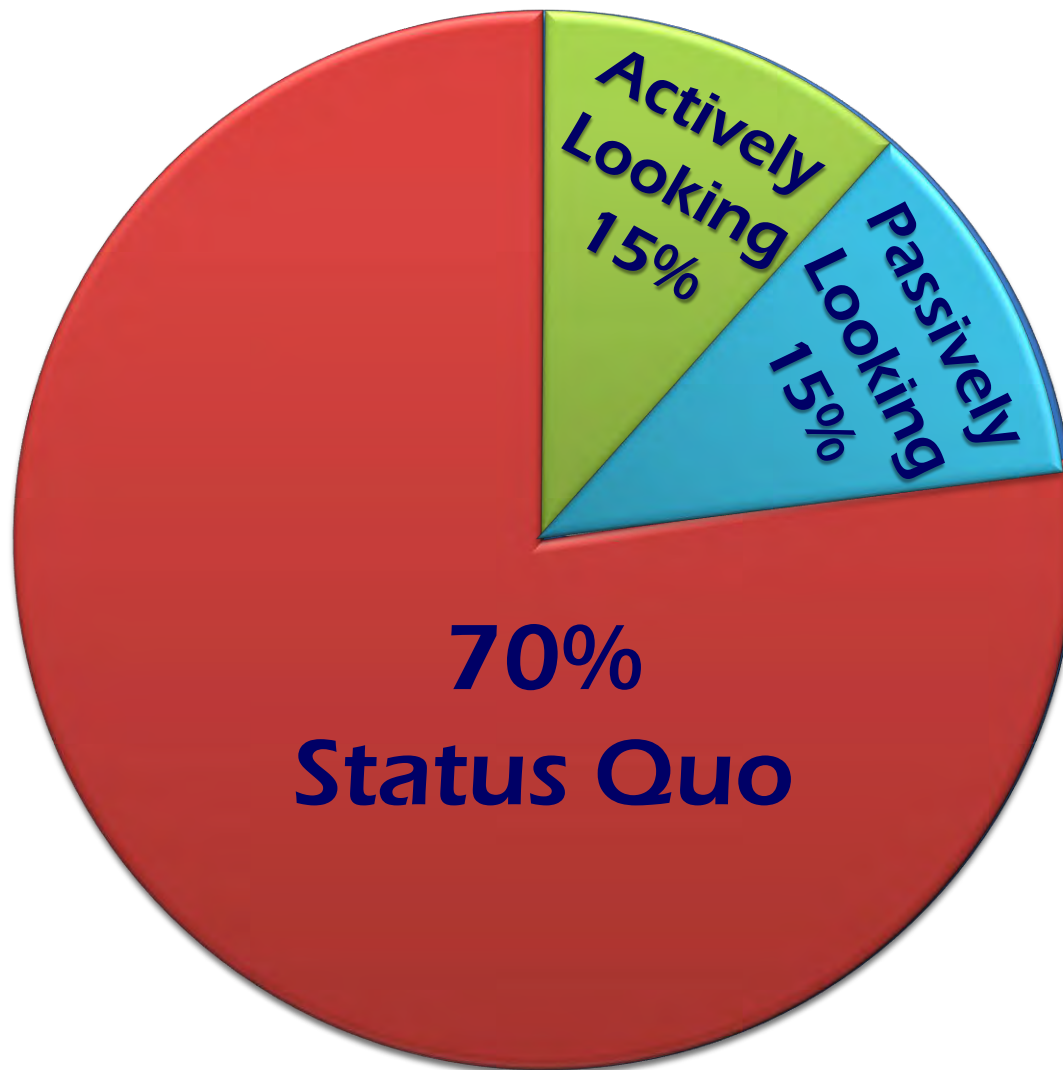
Proposal

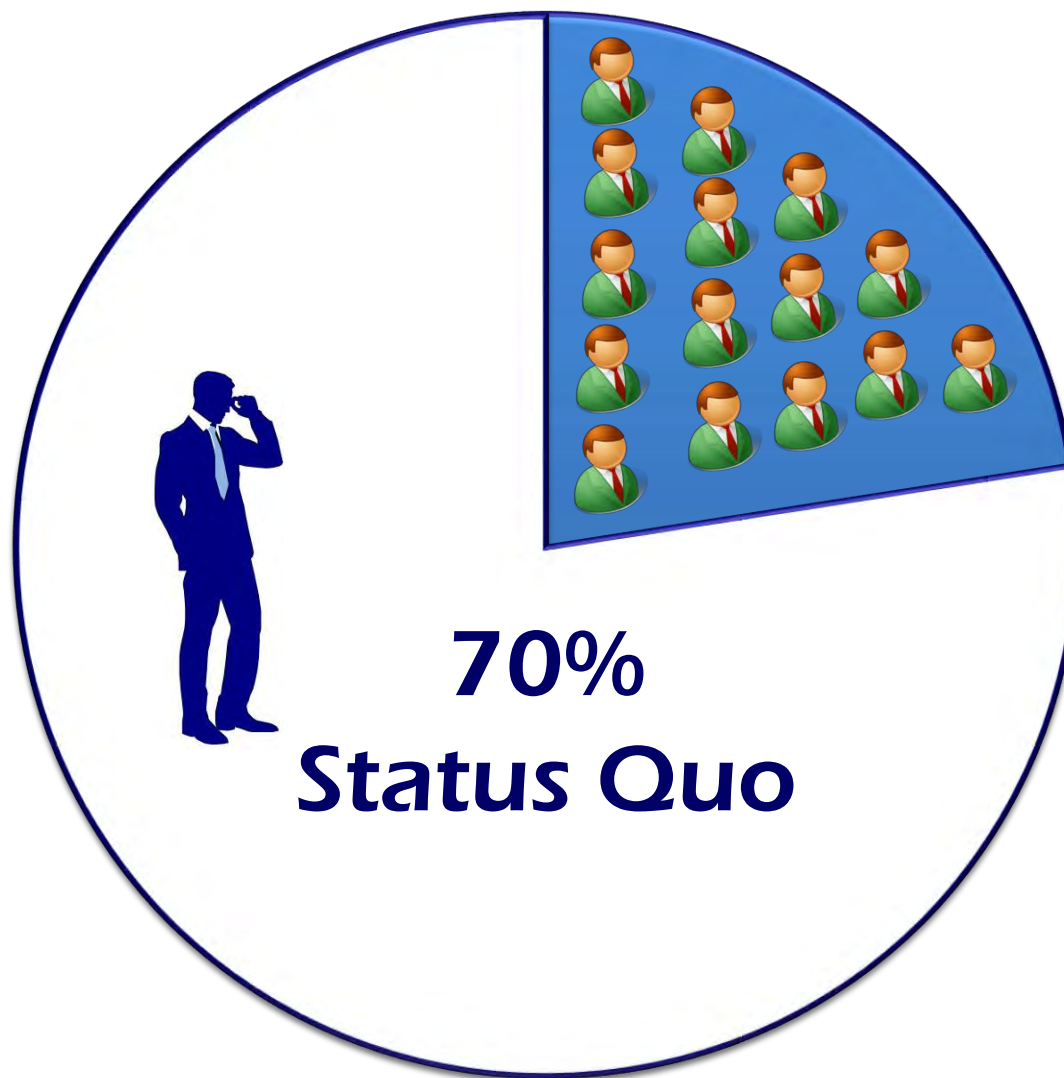
REJECTED

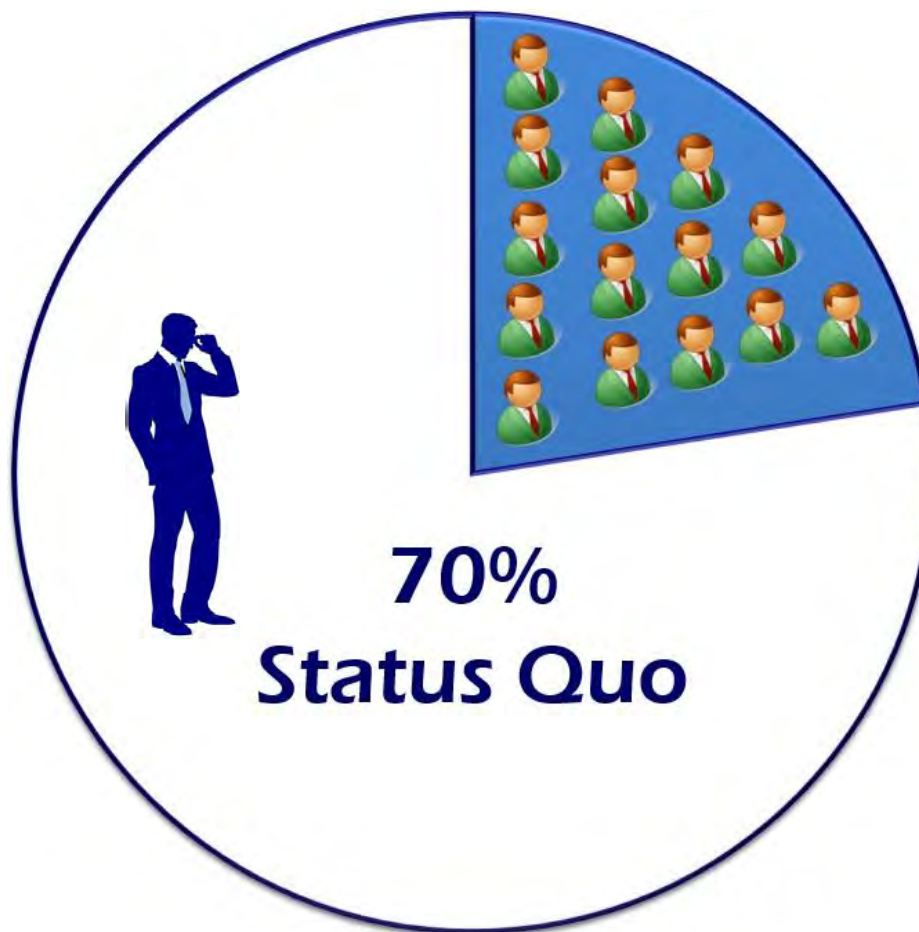
Reality

- Lack of process!
 - Timing/Time
 - System/Methodology/Process
 - Metrics
 - Persistence
 - Execution

Timing

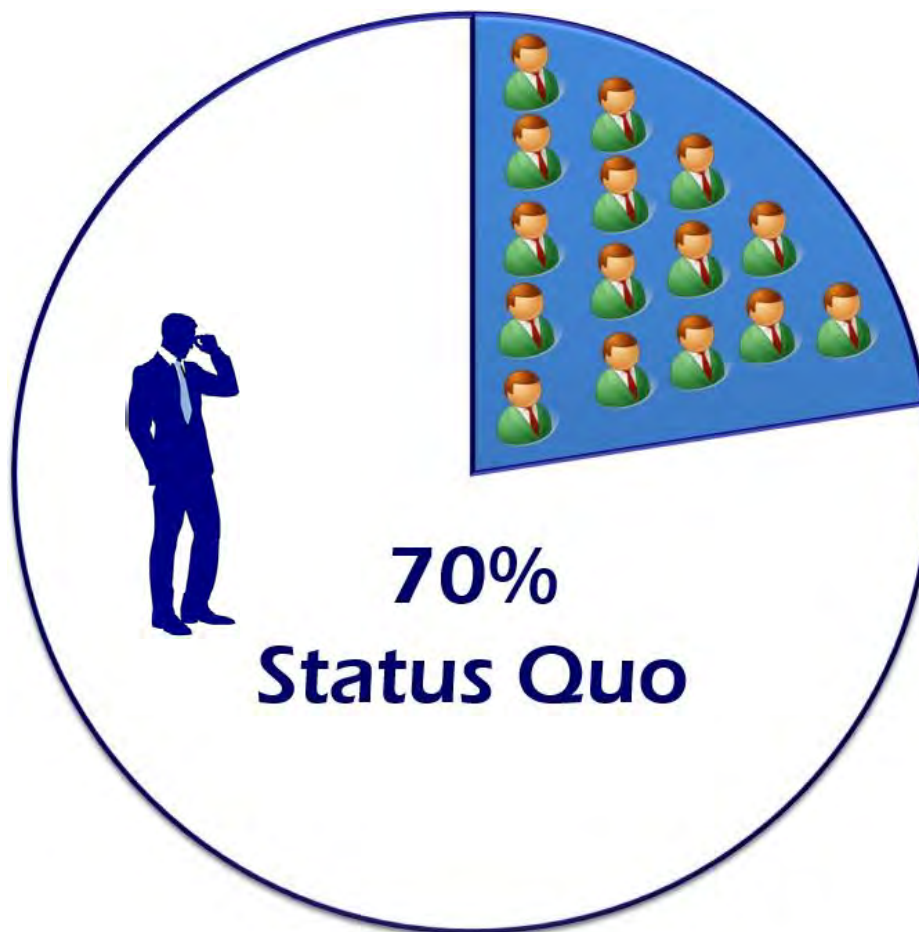






75% of customers who leave or switch vendors for a competitor, when asked, say they were '**satisfied or completely satisfied**' with the vendor they left, at the time they switched.

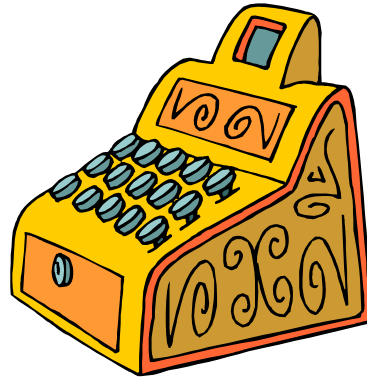
'Customer Loyalty Guaranteed' Bell & Patterson



~~Old Perception: Happy – Not Looking – Closed to alternatives~~

Yet to be presented or perceive a solution worth switching for!

Prospects are Created - Not found



Why People Buy

Why Do People Buy

Risk Avoidance

Financial

Productivity

Time Shifting

Self-Interest

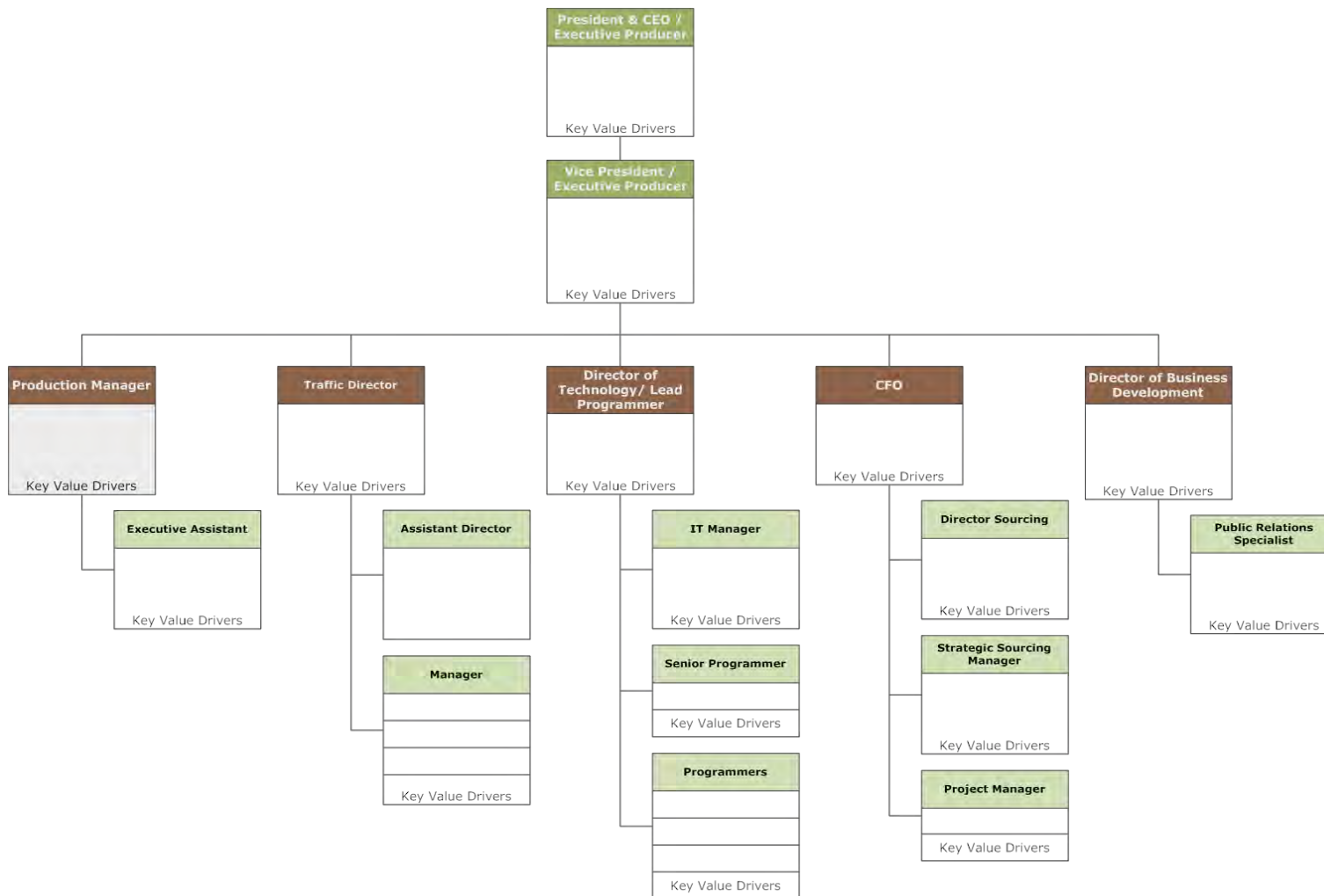
	Challenge	Advantage	Impact	Impact ²	Impact ³
Risk Avoidance					
Financial	Business Continuity	State of the Art NOC – Continuity of operations through disruption	Anticipate Prevent Respond	Reduced downtime	Predictable operating costs Scalable Mitigate Client impact/sat and financial losses
Productivity					
Time Shifting	Increase # of calls Save fuel & Inventory costs	Asset tracking Inventory control Response time On the spot billing	1 more call per truck	Increased return on assets Green	Shorter collection periods
Self-Interest					

Talk Track

- How can you directly support their goals?
- Can you help resolve their biggest issue?
- Can you help them reduce risk?
- Can you add value to their services?
- Can you enhance their reputation?
- Can you reduce their cost of doing business?



Win – Lose – Draw – 360° Deal Review



Speak Their Language



Time

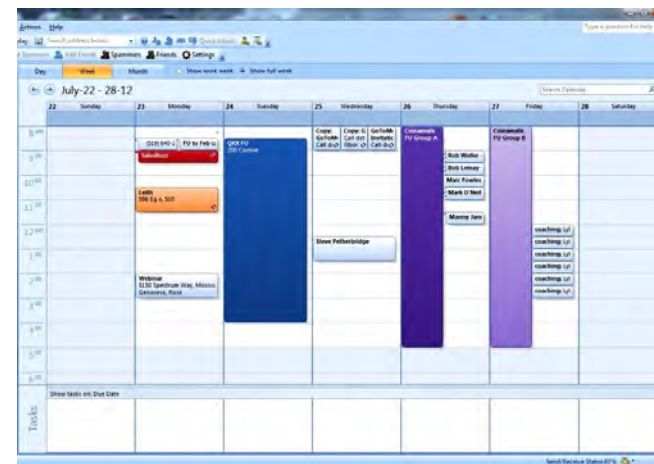
- Time – The Great Equalizer
- 1760 Hours – Investment Capital

How do you Maximize
your ROT?
Return On Time



Time

- There are only two things you can do with Time
- Clue: One of them is not Manage it!
- You can Use It or Waste It
- **Time Management – A stupid Concept**



Time Allocation

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

<u>Prospecting</u>	%
<u>Selling</u>	%
<u>Acc't Mgent</u>	%
<u>Admin</u>	%
<u>Prep/research</u>	%
<u> </u>	%
<u> </u>	%
<u> </u>	%

Time Allocations



Calendar - Microsoft Outlook

File Edit View Go Tools Actions Help

Type a question for help

New Today Search address books

Calendar << Day Week Month

August 08

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September 08

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

All Calendar Items

My Calendars

- ☒ Calendar
- ☐ Calendar1 in Archive F...

How to Share Calendars

Search Calendars Online

Send a Calendar via E-mail...

Publish My Calendar...

Add New Group

Mail

Calendar

Contacts

Tasks

10 Items

August-11-08

Search Calendar

11 Monday

7 am

8:00 Smiling & Dialing

9:00 Hodge & Brown
220 Bay Suite 1300

10:00 e-mail & voice mail

11:00 Webinar - DGK upsell
1-800-555-8765

12 pm Lunch - Steve Galway - SSI Office Supply
Norman's

1:00 Shipping Handling Inventory Turnover

2:00 e-mail voice mail

3:00 Phil Madsen - BDY Inc.
Commerce Court W - 32nd Floor

4:00 List Prep

5:00 Admin

6:00

Tasks: 0 Active tasks, 0 Completed tasks

Offline

Multi-Tasking



Another Stupid Concept

Just an opportunity to not get a whole bunch of things done at once



The Usual System



How Important is a System?



Lakers Season-by-Season Records

- Los Angeles Lakers (NBA, 1961-2011) - 11 Championships and 47 Playoff Appearances
- Minneapolis Lakers (NBA/BAA, 1949-1960) - 5 Championships and 11 Playoff Appearances

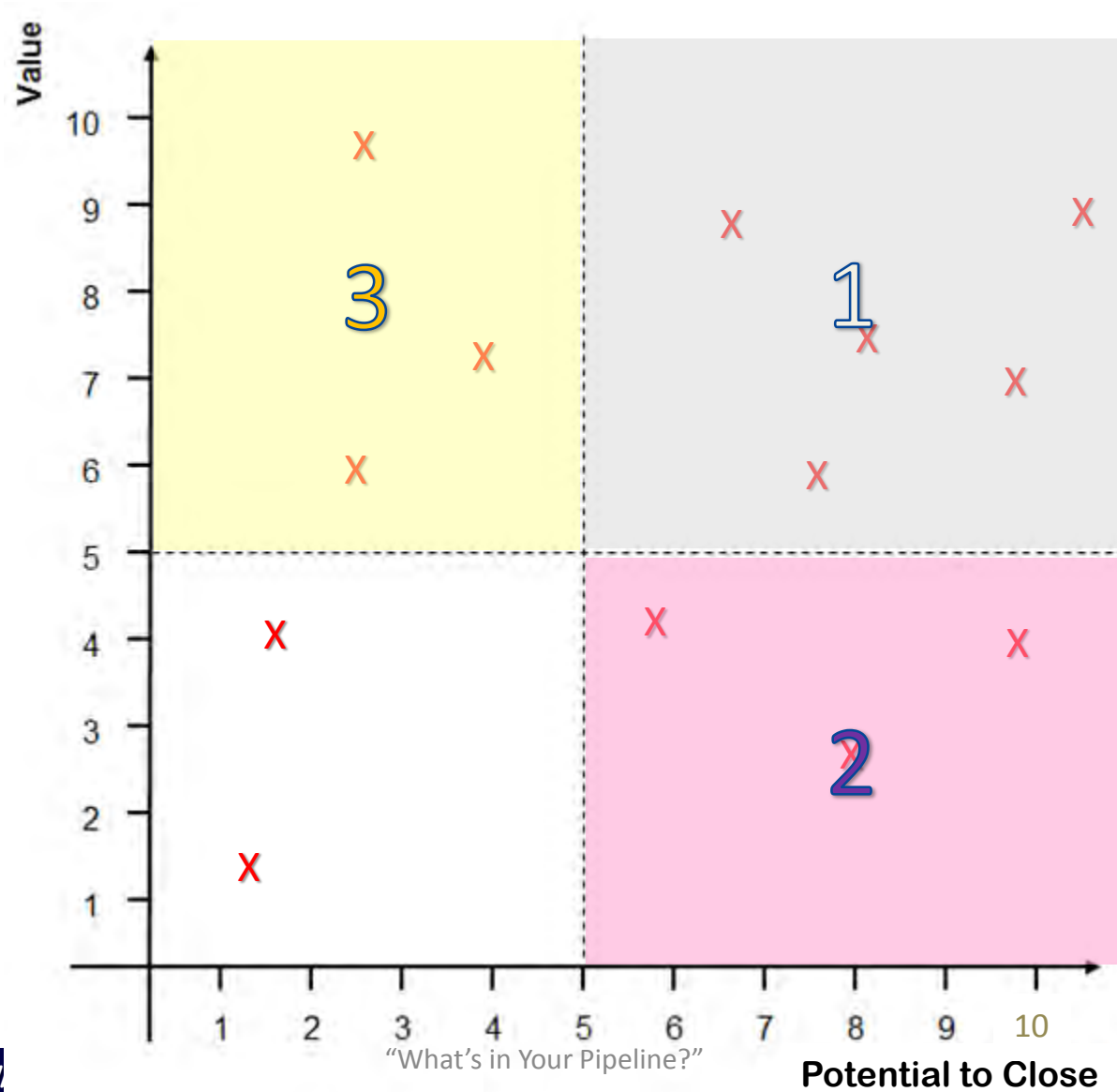
Season	W	L	W-L%	Finished*	Playoffs	Coaches
2010-11	57	25	.695		1 Lost Western Conference Semifinals	Jackson (57-25)
2009-10	57	25	.695		1 Won Finals	Jackson (57-25)
2008-09	65	17	.817		1 Won Finals	Jackson (67-15)
2007-08	57	25	.695		1 Lost Finals	Jackson (57-25)
2006-07	42	40	.512		2 Lost Western Conference First Round	Jackson (42-40)
2005-06	45	37	.549		3 Lost Western Conference First Round	Jackson (45-37)
2004-05	34	48	.415		4	Tomjanovich (24-19), Hamblen (10-29)
2003-04	56	26	.683		1 Lost Finals	Jackson (56-26)
2002-03	50	32	.610		2 Lost Western Conference Semifinals	Jackson (50-32)
2001-02	58	24	.707		2 Won Finals	Jackson (58-24)
2000-01	56	26	.683		1 Won Finals	Jackson (56-26)
1999-00	67	15	.817		1 Won Finals	Jackson (67-15)
1998-99	31	19	.620		2 Lost Western Conference Semifinals	Harris (6-6), Bertka (1-0), Rambis (24-13)
1997-98	61	21	.744		1 Lost Western Conference Finals	Harris (61-21)
1996-97	56	26	.683		2 Lost Western Conference Semifinals	Harris (56-26)
1995-96	53	29	.646		2 Lost Western Conference First Round	Harris (53-29)
1994-95	48	34	.585		3 Lost Western Conference Semifinals	Harris (48-34)
1993-94	33	49	.402		5	Pfund (27-37), Bertka (1-1), Johnson (5-11)
1992-93	39	43	.476		5 Lost Western Conference First Round	Pfund (39-43)
1991-92	43	39	.524		6 Lost Western Conference First Round	Dunleavy (43-39)
1990-91	58	24	.707		2 Lost Finals	Dunleavy (58-24)

How Important is a System?



Season	W	L	W		
2010-11	57	25			
2009-10	57	25			
2008-09	65	17			
2007-08	57	25			
2006-07	42	40			
2005-06	45	37			
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Opportunity Matrix



A Proven Methodology

I - Initiate

E - Engage

IQ - Impact Question

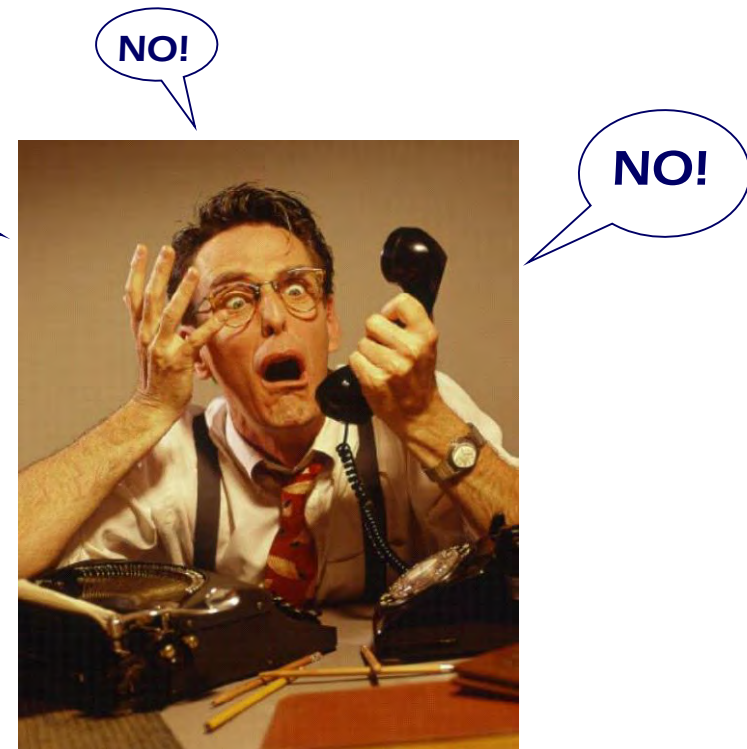
R - Ready

TiA - Take it Away

C - Commit

- The average contact to appointment is roughly 14%,
or 7 : 1 That's for Cold Calls!

Objections - Rejection



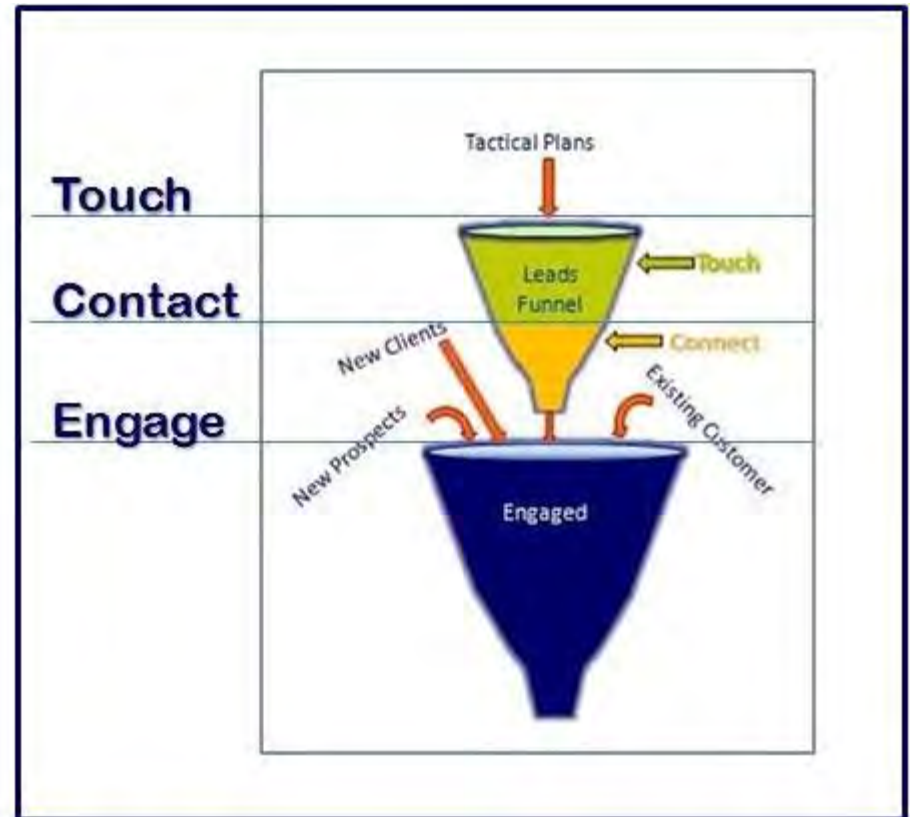
Deal with Rejection

- Interruptive Marketing
- Five Biggies:
 - Status Quo
 - No Interest
 - Time
 - Bad Experience
 - Send

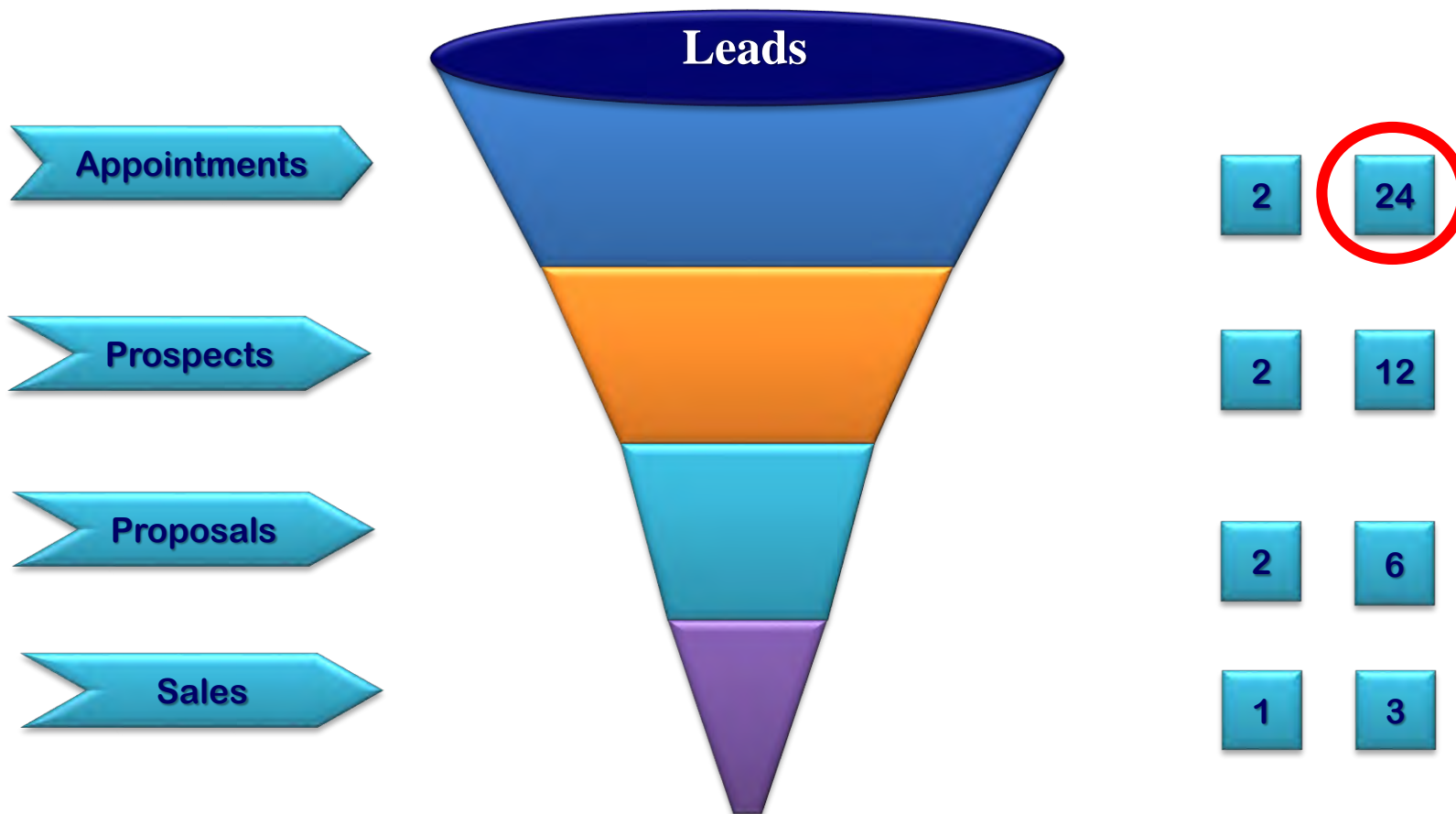
What you do – Not how you avoid!

Recycle

- **Touch:** keep on DRIP list, indirect communication every 30 to 90 days, i.e. Newsletter, product notices...
 - Move to Contact 30 days before scheduled contact date
- **Contact:** qualified for a call back as a result of initial call, but not immediate appointment; or those move up from Touch
- **Engage:** Those leads that take an appointment and are now either a firm first appointment or Prospect



Metrics





Annual Target		Average Deal Size	
	\$500,000		\$10,410
Monthly Target		Sales Per Month	
	\$41,667		4.00

Conversion Rates:			Ratio
PROPOSAL	to	CLOSED!	60%
DISCOVERY	to	PROPOSAL	55%
INITIAL MEETING	to	DISCOVERY	75%

Monthly Actuals Needed	
PROPOSAL	7
DISCOVERY	12
INITIAL MEETING	16

Monthly Initial Meeting Required

Prospecting Ratios	Average	Monthly	Required Daily Prospecting Activity
Attempted calls (Dials)	12	194	10
Talk to (Contacts)	6	97	5
Appointments	1	16	0.8

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Balanced Scorecard for Account Executives

EXAMPLE

Revenue Performance (2 parts)

5 -- 100% of goal or better; 4 -- 80-99% of goal; 3 -- 65-79% of goal; 2 45-64% of goal; 1 below 45% of goal

NCR (New Sales & Upgrade) Y-T-D

NCR (New Sales & Upgrade) current quarter

Contact Level

Coverage Level

Penetration Achieved

sub total

Frequency (2 part)

5 -- 100% of goal or better; 4 -- 80-99% of goal; 3 -- 65-79% of goal; 2 45-64% of goal; 1 below 45% of goal

Maintains New Prospect appointment activity (min 4 NPA's per week)

The CRM Pipeline reflects accurate and up to date (< 2 days old) forecast following rules of the XYZ Sales Process

Properly Engages XYZ Resources on Calls

2 'new' Strategic Account Plans Uploaded on shared drive per month

Meeting with team including Sales Management to review all Sales Wins and Losses

sub total

Account Executive Key Skills (1 part)

5 -- Always or Almost Always; 4 -- Often; 3 -- Sometimes; 2 -- Seldom; 1 -- Never or Almost Never

Sales Process / Facilitation

Building Credible Relationships

Sales Disposition

Sales Communication

Sales Professionalism

Negotiation

Active Learning

Technical and Professional Knowledge

Building Strategic Working Relationships

Mobilizing Resources

sub total

Performance Ranking = [(2 Revenue + Frequency + Key Skills + Management Assessment)/5]

total

3.96

Sample AE

Comments

Persistence

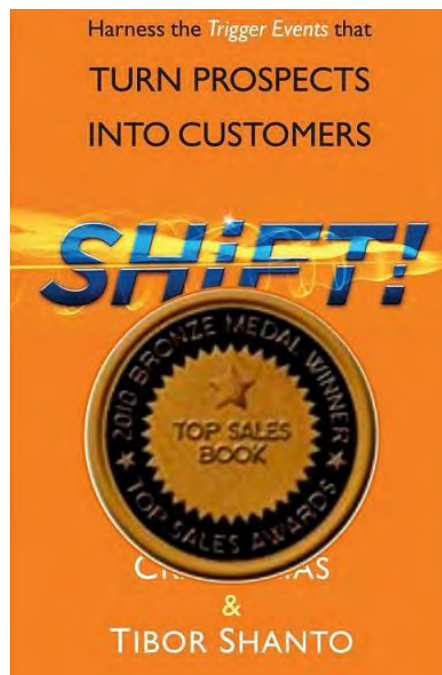
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Time To Commit

Write Down Three Things You Will Put Into Practice	When
1)	
2)	
3)	

Tibor Shanto



Thank you

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