



Prospective Prospecting:
Converting Interruptions to More Conversations,
Opportunities & Revenue

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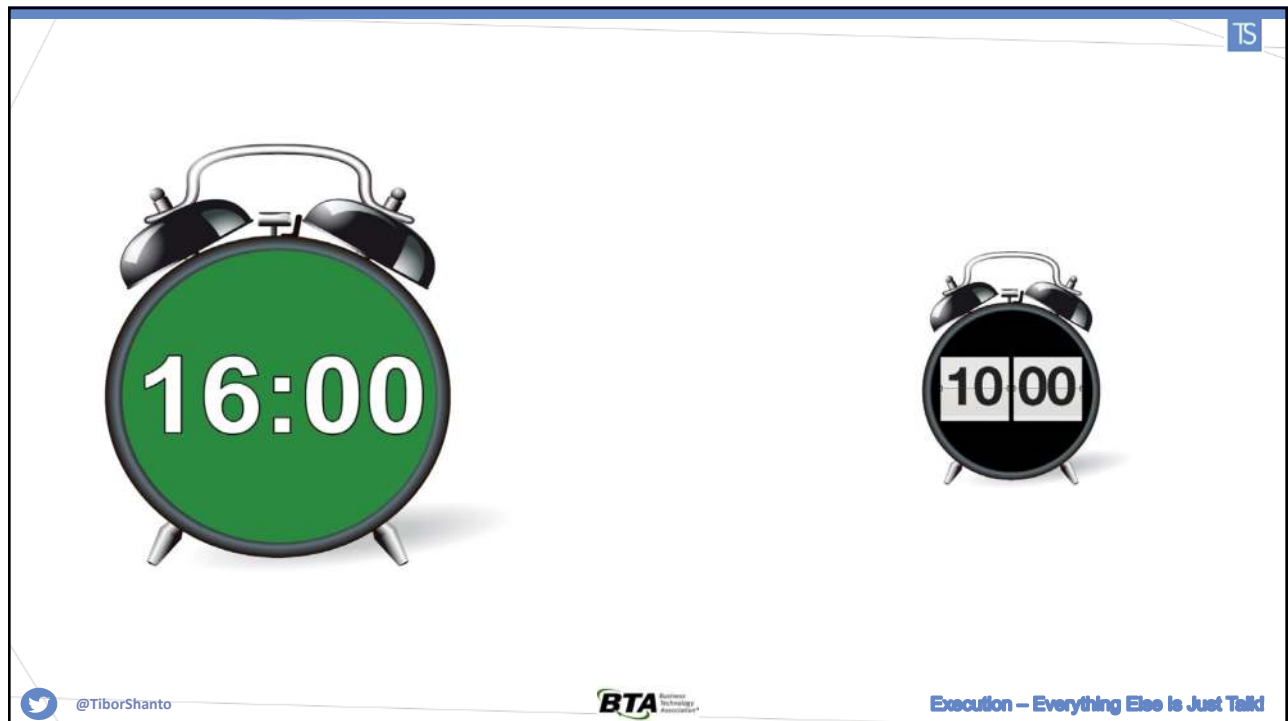
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Professional Interrupter!



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The Challenge

How many times is that prospect approached each day?

- 5 calls a day
- 1,200 a year
- 6,000 over the last five years



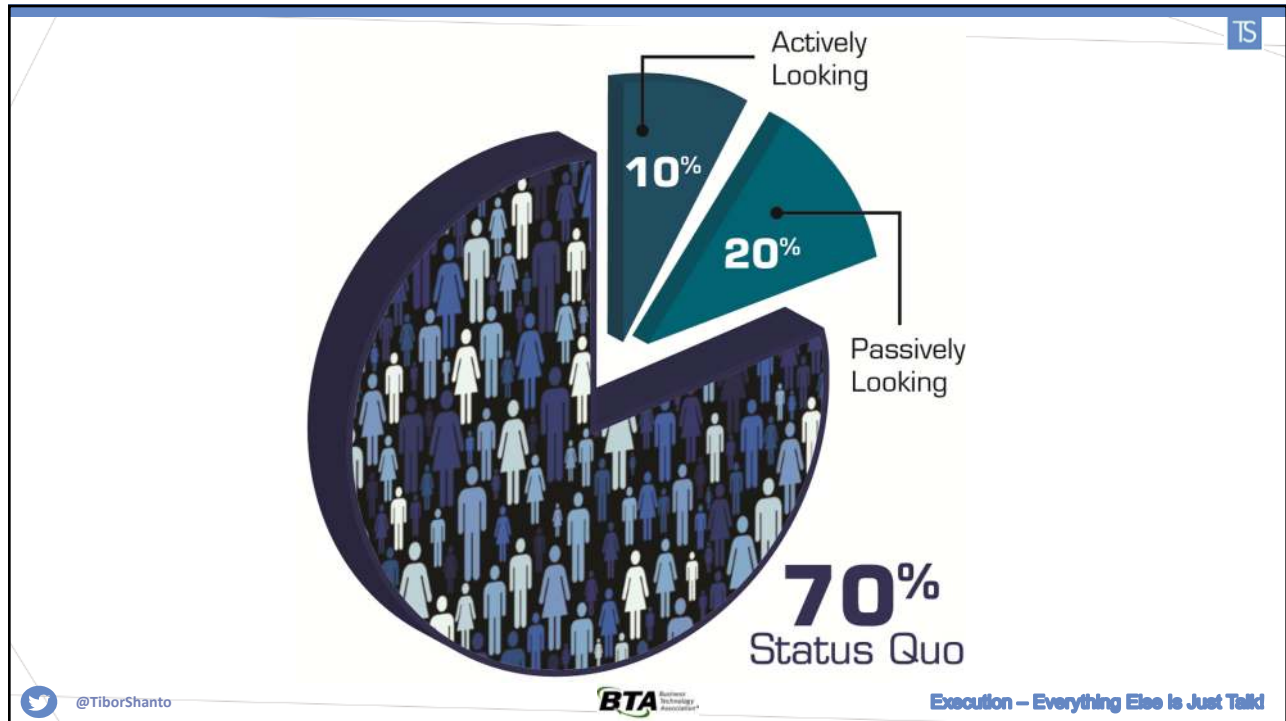
How are you going to sound different?

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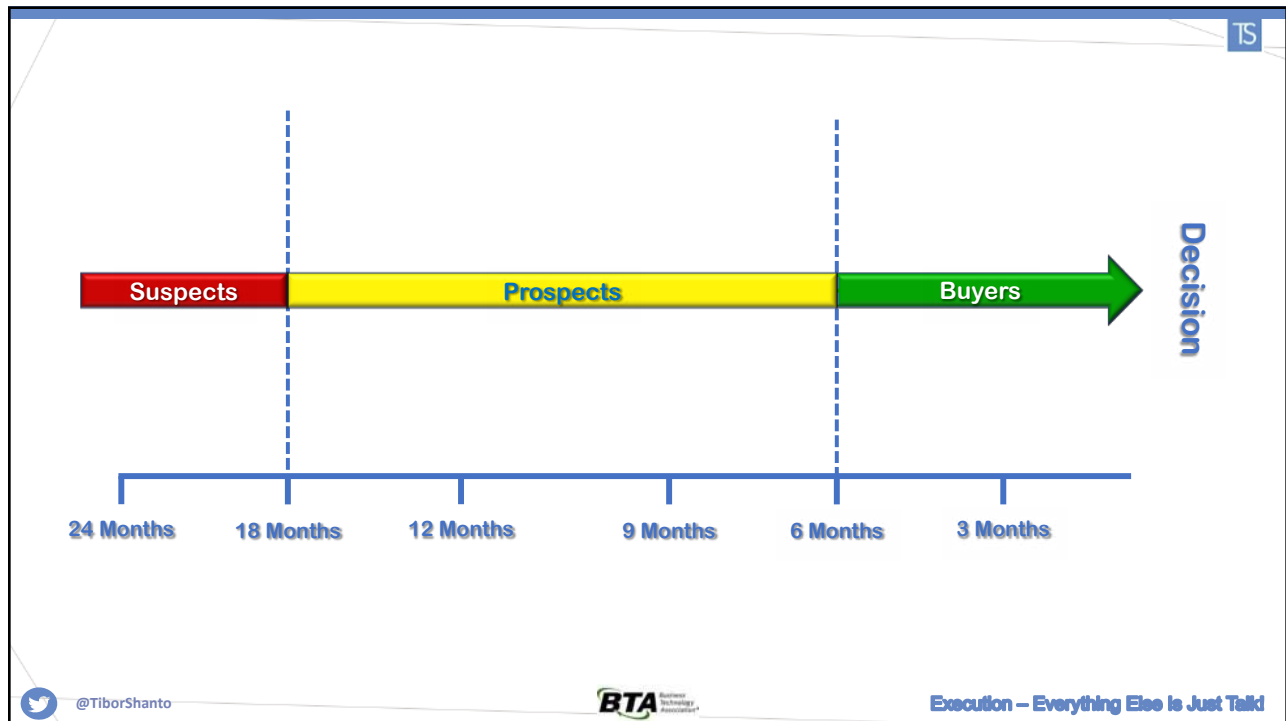
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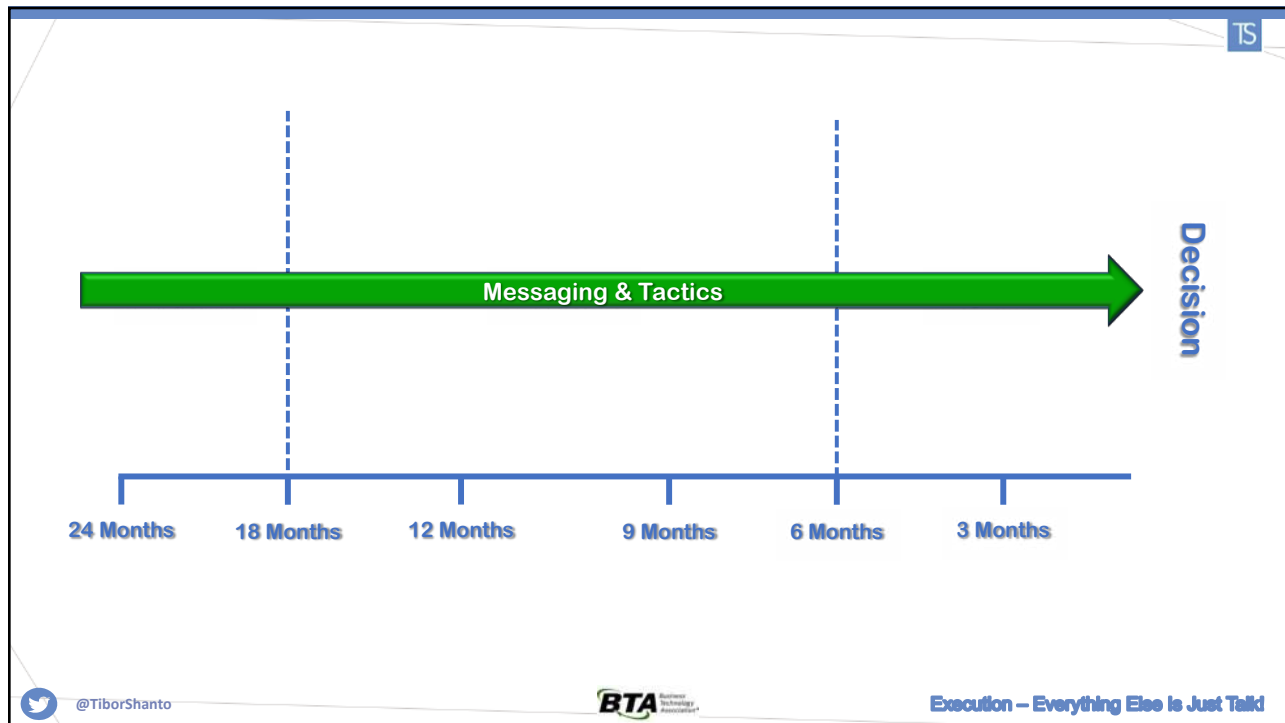
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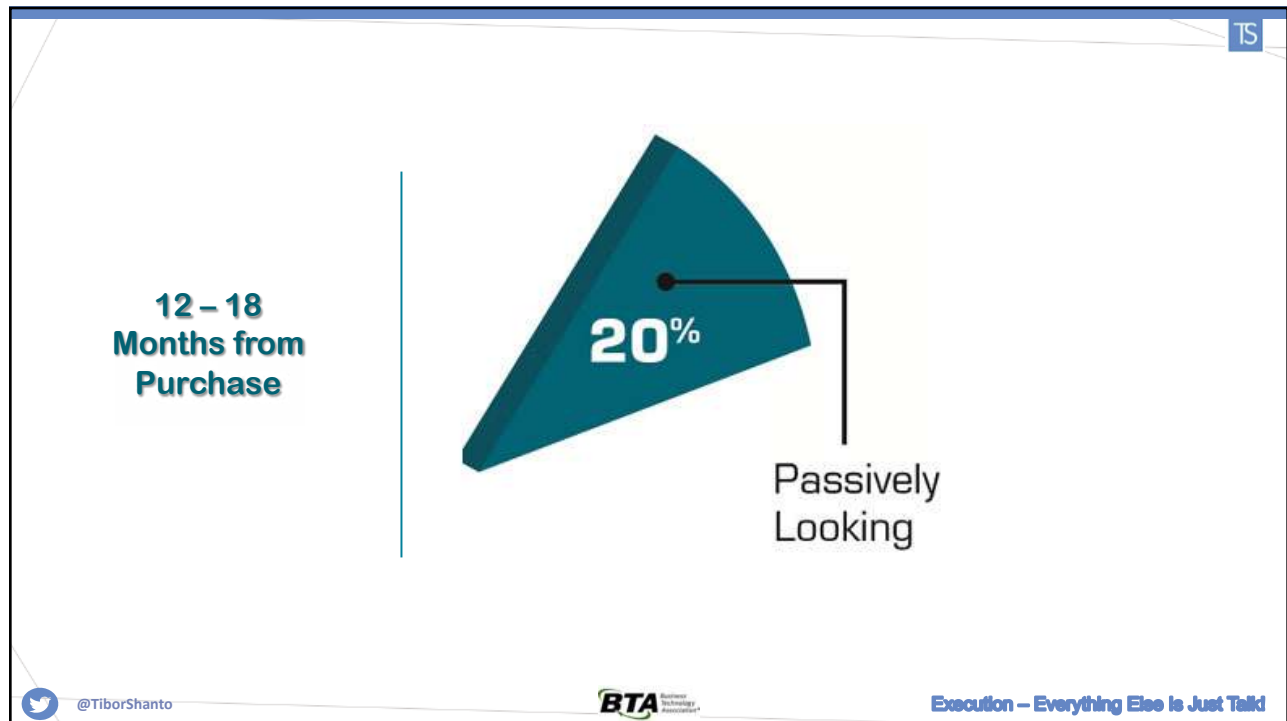
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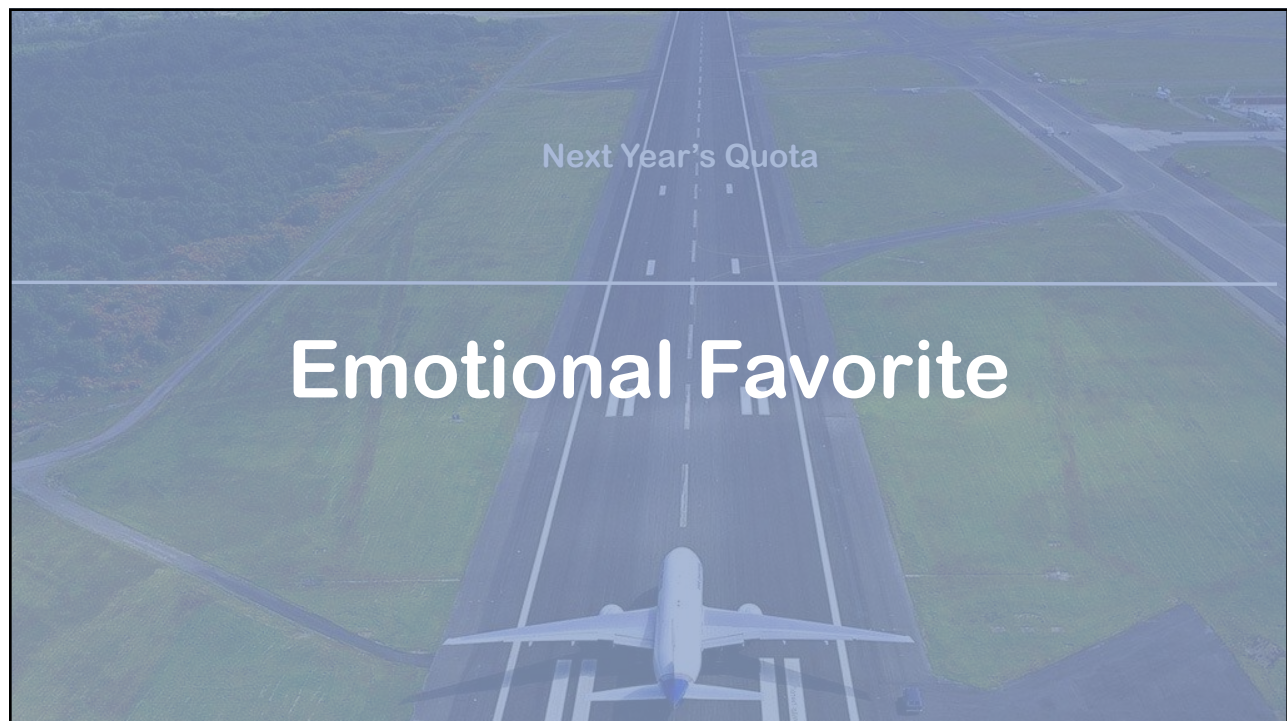
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A blue speech bubble graphic with the text "Status Quo" inside. The background of the slide features faint, curved, concentric lines in a light gray color.

- Happy
- Not Looking
- A Reps biggest competitor
- Averseness to changes
- **Satisfied**

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A slide titled "Satisfaction Myth" with the equation "Satisfaction = Loyalty" in the center. The slide includes a Twitter logo and handle "@TiborShanto" in the bottom left, the BTAA logo in the bottom center, and the text "Execution - Everything Else is Just Talk" in the bottom right. A small "TS" logo is in the top right corner.

Satisfaction Myth

Satisfaction = Loyalty

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 **BTAA** Business Technology Association

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Satisfaction Myth

Satisfaction \neq Loyalty

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Satisfaction Myth

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

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What Do They Have In Common?



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Objectives



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Objectives

1. Specific result

Measurable

Strategic activities

For example: minimizing expenses by X%, expanding to identified international markets, increase in profit X%.

2. Not: bias, based on attitude, belief, or opinion. Opposite of subjective.

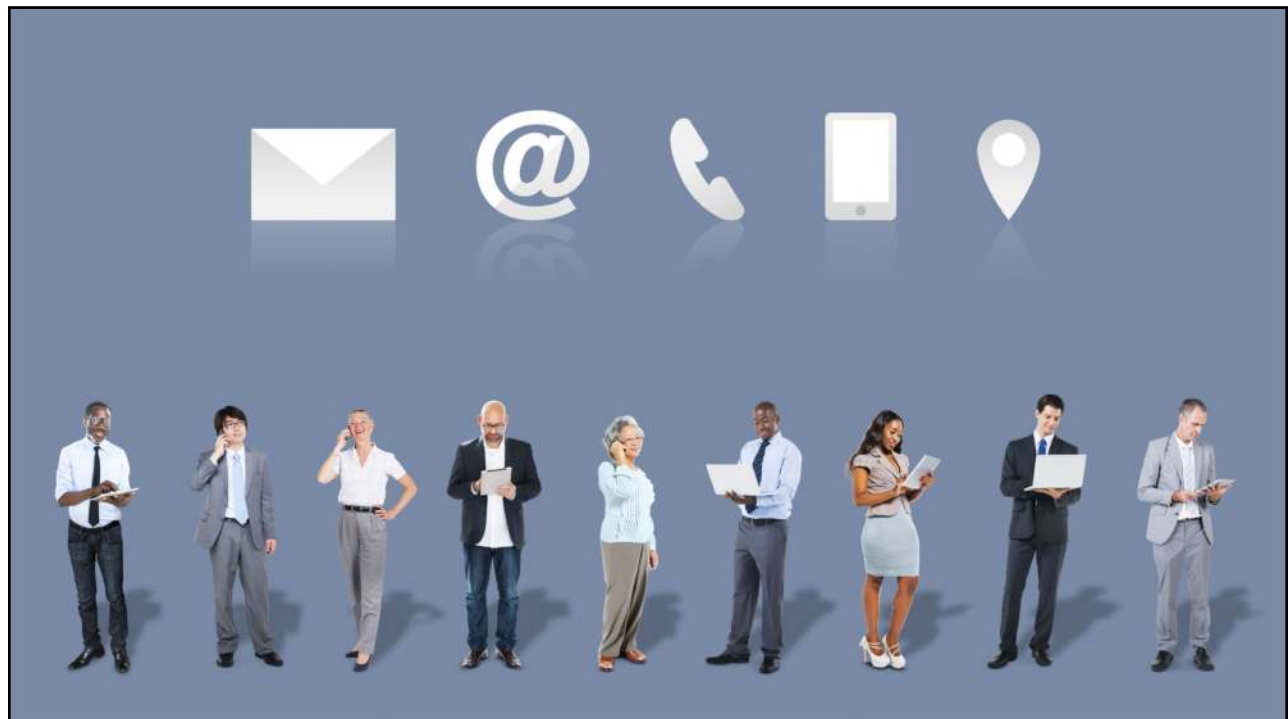


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#1 Reason Sales People Don't Like Prospecting?

- Rejection
- Not about avoiding – it is about managing
- One sure proof way to avoid Rejection!

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Sales Accepted Leads

“Sales Accepted Lead (SALs) – Are marketing qualified leads (MQLs) that have met certain agreed-upon criteria and are passed along to the sales team where they will be acted upon within a predetermined timeframe.

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Sales Accepted Leads

Average conversion rate for sales accepted leads to actual closed sales is 16.41%.* 6:1 – 1 of every 6 prospects

* Stat derived from two sources: The Long Road from B2B Lead Generation to Sales Conversion – Marketing Sherpa; Sales Benchmark Index

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Sales Accepted Leads

Average conversion rate for sales accepted leads to actual closed sales is 16.41%.* 6:1 – 1 of every 6 prospects

The average Contact to appointment conversion rate is roughly 14% 7:1

On average, according to Salesforce, it takes 84 days to convert 13% of leads into opportunities.

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Fear Of Rejection?

Sales Accepted Lead
83.59%



Contact To Appointment
86.00%

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Prospecting Reality

- **Lack of Formal & Defined Process!**
 - Dynamics
 - Timing/Time
 - Metrics
 - **Context** – Value – Prospect
 - Persistence
 - Execution

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Value

- **prop-o-si-tion**

/ˌprɒpəˈzɪʃən/ Show Spelled[ˌprop-uh-zish-uhn] Show IPA

noun

1. the act of offering or suggesting something to be considered, accepted, adopted, or done.
2. a plan or scheme proposed.
3. an offer of terms for a transaction, as in business.



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Value



Still A Pitch



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Actionable Definition of Value:

Those offerings that remove barriers, obstacles, or helps bridge GAPS between where the buyer is now – and – their *objectives!*



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Objectives: The Value Stack


Persona – Role Based


Risk Avoidance

Financial

Productivity

Time Shifting

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Key To Objectives

- 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?

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A Proven Methodology

- I - Initiate
- E - Engage
- IQ - Impact Question*
- R - Ready
- TiA - Take it Away
- S - Secure Appointment



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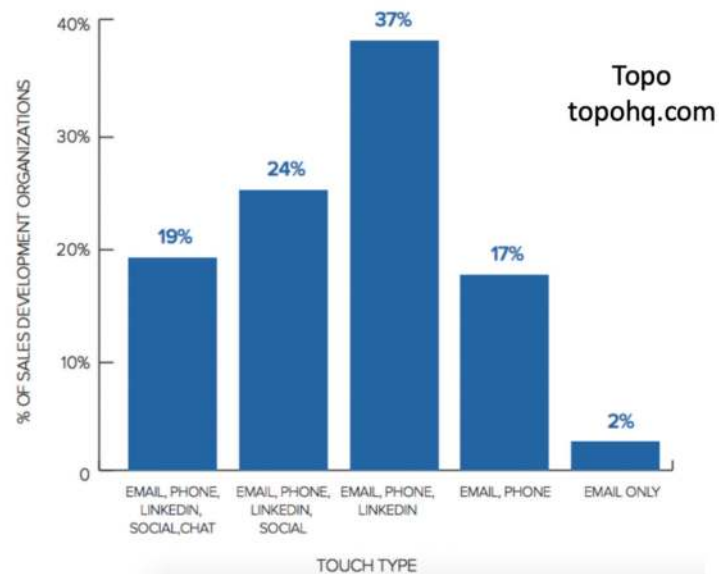


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USE OF DIFFERENT TOUCH TYPES



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Networking for People Who Hate Networking

Published on March 20, 2019



Adam Grant influencer

Organizational psychologist at Wharton;
Author: GIVE AND TAKE, ORIGINALS... [See More](#)


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But what if you want to contact someone you don't already know? It used to be hard to find their info. Now, thanks to social media, it's easier to seek advice and help from new contacts—and it feels less risky to reach out. The question is whether it's effective. To find out, social psychologists had people ask strangers to help them, and randomly assigned them to ask either by email or face-to-face.

The results: emailing 200 strangers got the same number of yeses as asking just 6 strangers face-to-face. That probably sounds familiar to you. How many emails have you sent that went straight into the abyss? I wanted to know how you capture the attention of a stranger online.

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3 Business Objectives

- _____
- _____
- _____

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Harvey Jones, my name is Tibor Shanto, I am calling you from Renbor, you're probably not familiar with us, but companies like ChevronTexaco, Pitney Bowes, and Spirent Communications turn to us for help in:

- Increasing pipeline activity
- Shorten their sales cycles
and what they tell is that
- Accuracy of their forecast has also improved

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	Objectives	Impact	Impact ²	Impact ³	Advantage
Risk Avoidance					
Financial					
Productivity		Pipeline activity			
Time Shifting			Shorter cycles		
Role Based Interest				Accurate forecasts	



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Impact Questions

- The Impact Question is a transition between the Engage phase of the call, and the Request phase
- Impact Questions are really just closed ended questions relabeled
- Creates Focus
- Usually brings up Objection
- “Do You Have A Document Management Strategy”

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Q TOONS www.count5.com

Five Most Common Objections Faced

- Status Quo
- Lack of Interest
- No Time
- Bad Experience
- Send Information

THAT OBJECTION WASN'T COVERED IN MY SALES TRAINING... SO, LET'S JUST SKIP IT AND STICK TO MY SCRIPT, OK?



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May I help you?

Just looking

That's ok, if you tell me what you are looking for, I can show you where to find it.

What you do with it – Not how you avoid!

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Handling Objections

- A. Acknowledge
- B. Credibility
- C. Involve
- D. Call to Action – Commit



https://is.gd/TS_OHH

An updated variation of the Triple F:

I know how you Feel, others have Felt the same way before the Found



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Managing Status Quo

- A. Acknowledge:
 - I know exactly what you mean
 - It is interesting you say that
 - I understand why you would say that, in fact
- B. Provide example where you co-existed
- C. “ENHANCE/MATCH/FIT/EXTEND/LEVERAGE”
- D. As before, propose a single time to meet

“It’s interesting you would say that, as BDC said the exact same thing before they saw how we helped accelerate adoption of their internal programs; let me show you we did that, how is Wednesday at 11:00?”



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Managing No Interest

A. Acknowledge – starts the same way:

- I know exactly what you mean
- It is interesting you say that
- I understand why you would say that, in fact

B. Go to value

C. “Value – Direct Benefit – Risk removal – Cost take out”

D. As before, propose a single time to meet

“I understand, because PB said the exact same thing before they saw the 5% increase in retention we delivered, and the positive impact that had on client sat and revenue growth, I can show you exactly how we did it, how about Wednesday at 11:00?”



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Before it Even Happens

- “I bet you haven’t had a chance to read it yet, have you?”
- “I am the small business specialist”
- “Taking a proactive stance”

First time – Surprise

Second time – Validation

Third time – My job to deal with it



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Purpose Of Voicemail

Voicemail?

Engagement

Buyers

Sales

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Detailed Message

“Please leave a detailed message”

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Breaking down the call

- Initiate
- Engage >> Impact Question
- Request
- **TiA**
- Secure

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Scenario

- Your name is Jean, you work for **CCM Marketing**
- You sell complete go to marketing plans for high end Full service environmental management firms
- You have had a lot of success including some of the leading firms in the world and your country
- One company you would like to add to you collection is **Orion EMG**
- They directly compete with two of your current clients **Gemini LLC., and Taurus Inc.**
- You are looking to engage with the **Mary Field**, the partner responsible for Biz Dev



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Three Step Process

1. Name & Co. name
2. Phone Number
3. 3rd Party Reference

<http://bit.ly/VoicemailChallenge>



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The Message

1. Hi my name is Jean, from **CCM Marketing**
2. You can call me back at 4 1 6 – 8 2 2 – 7 7 8 1
3. **Mary**, when you call, please reference **Gemini LLC.**



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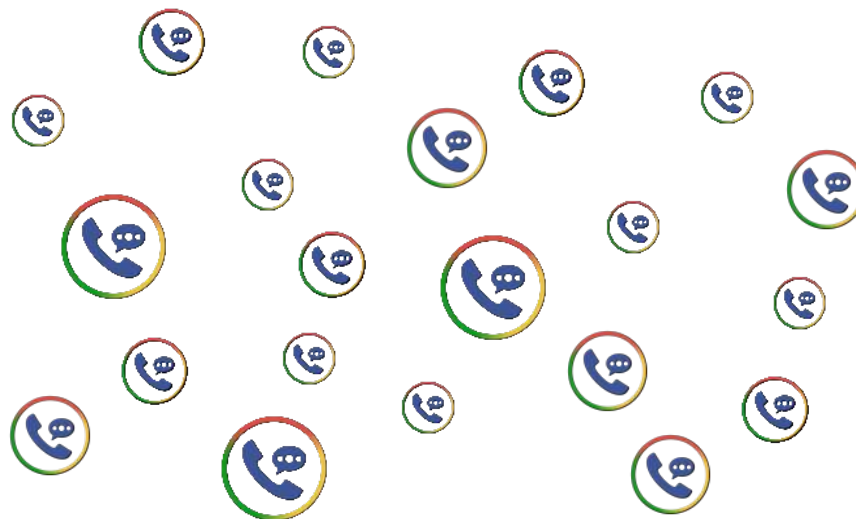


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Voice Mail

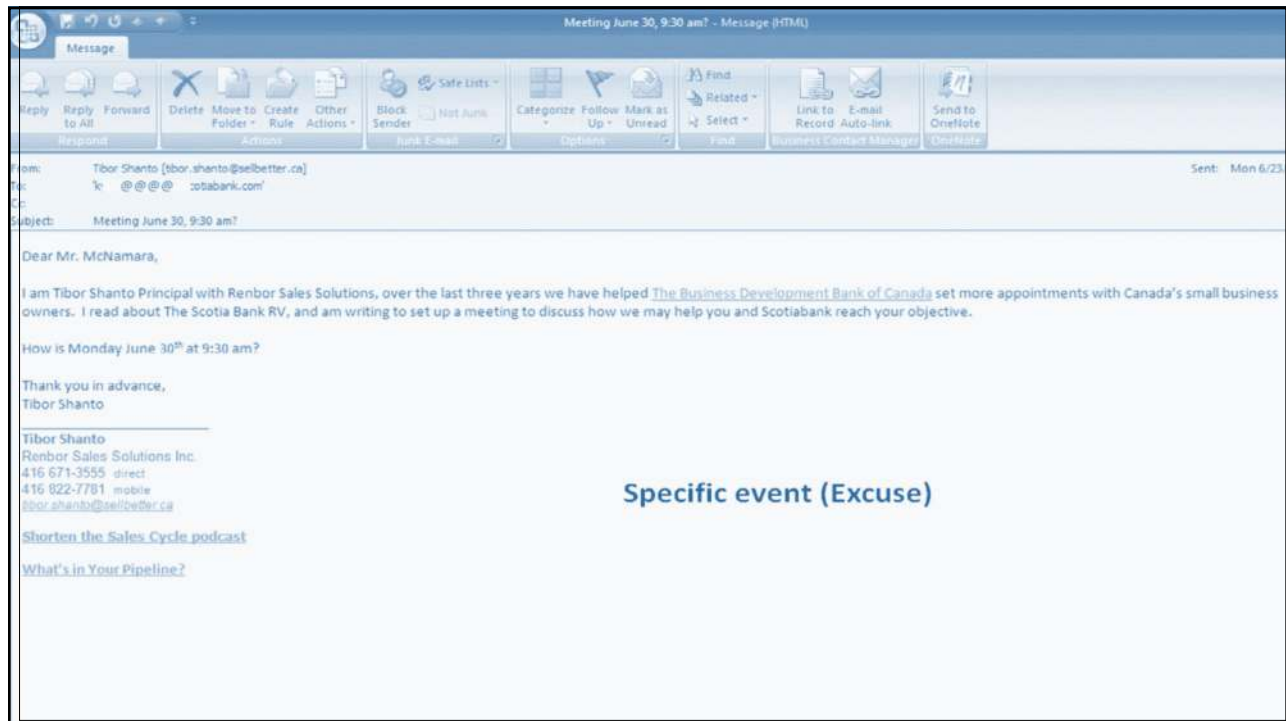


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E-Mail

Subject: Meetings to pipeline coverage
Increase of meeting to pipeline multiple

Hi {Name},

As a sales leader, like many of our customers, you know that meeting and exceeding quota starts with securing enough meetings to generate the right opportunities.

Having secured the leads, the challenge is to ensure sufficient *follow-ups/touchpoints* required to connect and convert, too many fail to convert because of lack of follow up.

ACME is the engagement platform for your entire sales team, extending your reps' ability to deliver the right number of emails, calls, and social touches, to convert more leads to opportunities.

[Here is how BigPhone's](#) use of "ACME resulted in an increase of 15% in meetings, 45% in opportunities, and 5x in revenue."

{Name}, When are you free next week to talk things through?.

Thank you,
Mary

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E-Mail

RE: Increase of meeting to pipeline multiple

Hi {Name},

In reviewing my previous note, I thought I would also let you know that in addition to the lift meetings, opportunities, and revenue presented, our clients are also seeing more time in their day and week.

"ACME does for me in seconds what used to take hours which allows me to meet with more customers and focus on selling, not marketing." – [Corporate International](#)

{Name}, Let's set a time for a call next week, when works for you?

Thank you,

Mary

To schedule a meeting click [here](#).



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Persistence is Key



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Pursuit Plan

- How many time over what period

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	VM EM		LIV VM EMWT	Call Snail Mail	
Week 2	LI		LI VM EMWT		EM2D
Week 3	VM	LIIM	EM		End Call



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3				3			3	R/B		
4	R/B	Phone		4	R/B		4			
5				5			5	LI View		
6	EM 2			6			6			
7		Phone		7	EM 2	Phone	7	EM 2		
8				8			8			
9				9			9	R/B		
10	LI Follow	Phone		10	LI Follow		10	LI Follow		
11	R/B			11	R/B		11	EM 3		
12				12			12			
13				13			13			
14	EM 3			14	EM 3		14	LI View		
15		Phone		15		Phone	15	R/B		
16				16			16	LI View		
17	LI Com't			17	LI View		17			
18				18			18	EM 4		
19	R/B			19	R/B		19			
20				20			20	R/B		
21				21	LICR		21	Initiate next Sequence		
22	EM 4			22						
23				23	EM 4					
24	LICR			24		Phone				
25		Phone		25						

22 Touches – 35 Days

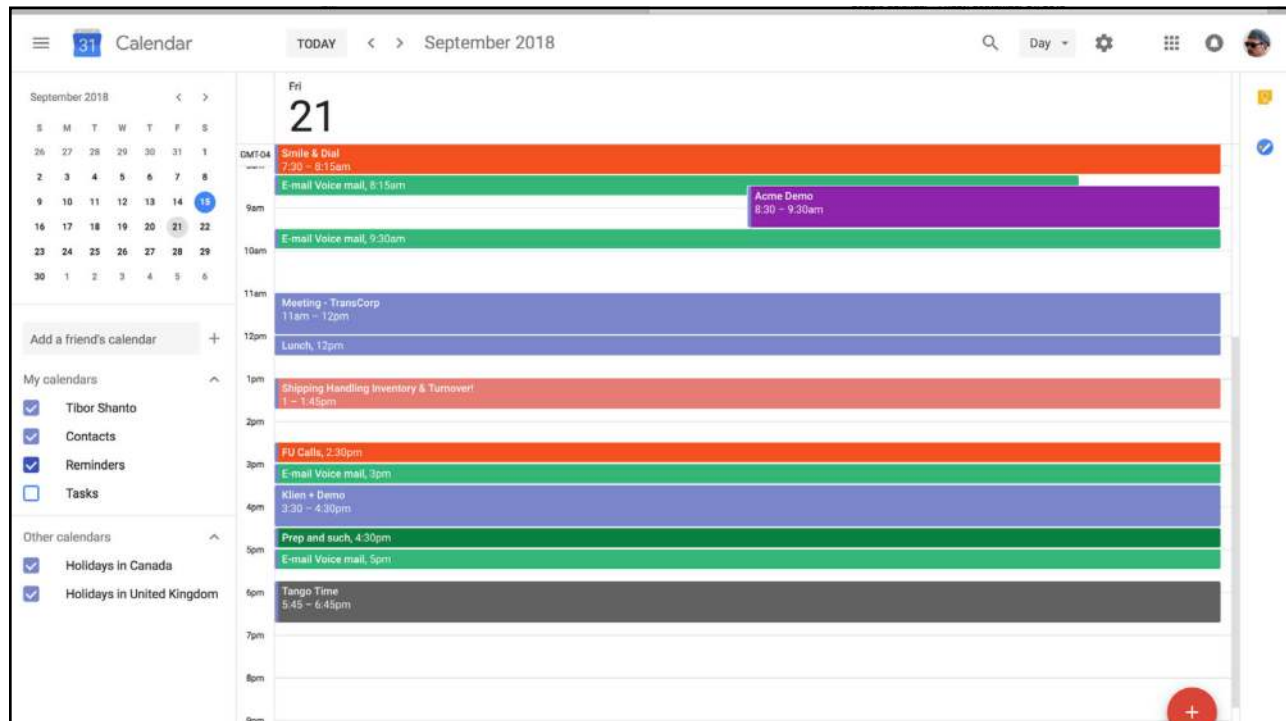
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<https://is.gd/VMSEB>



<https://is.gd/Trigger>

Ranked 8th – Top 30 Social Salespeople In The World – Forbes.com 2014
 Top 50 Sales & Marketing Influencers for 2015 – Top Sales World
 50 Most Influential People in Sales Lead Management in 2014
 Top 50 Sales & Marketing Influencers for 2014 – Top Sales World
 Top 25 Sales Influencers for 2014– OpenView Labs
 Gold Medal Top Sales & Marketing Blog 2013 – Top Sales World Awards

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QUESTIONS

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