

Nothing Happens Until Something is Sold

Nuggets of Wisdom



Prospecting

- ▶ A “prospect” is someone who agrees, in person, to move through the sales process.
- ▶ Myths:
 1. Prospecting is Sales.
 2. It’s a numbers game.
 3. Scripts are only for telemarketers.
 4. Time consuming.
 5. “Always be closing” (setting the appointment).
- ▶ Reference USA (The best kept DB secret).
 - Santacruzpl.org

Cold Calling

- ▶ Good or bad, your opening line will immediately establish an impression. It sets the tone for the sale.
- ▶ F2F (Face to Face)
 - Can you help me?
 - I'd like to leave you a brochure about (product or service). Who should I leave it with?
 - I'd like to leave some information for the person who decided about (type of product or service). Who would that be?

Cold Calling (Continued)

- ▶ Cold Call (on the phone) – 7 rules
 - Smile when you talk.
 - Give your name and company.
 - GET TO THE POINT FAST (purpose in two sentences)
 - Make it short and sweet.
 - Try to be somewhat humorous.
 - Offer or ask for help.
 - State that you have important information
 - Ask for the appointment.

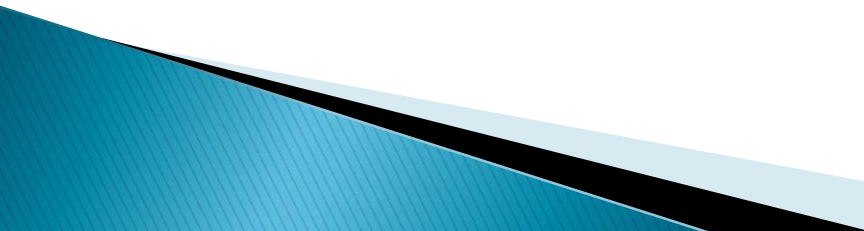
The Ledge

- ▶ Something you can stand or step on – something you can use to gain your footing.
 - The “Ledge” uses the first question or negative response as a “foothold” to turn a prospecting conversation into a positive “fact-finding” discovery, leading to the next appointment which is usually your presentation.
 - You support your conversations as you’re uncovering what it is that they do, what they do, how they do it, when they do it, where they do it, who they do it with and why they do it in that way.
- ▶ Ex: “... a lot of our customers initially had the same reaction until they actually got a chance to see the benefits or working with our firm. We should really get this week on _____ at _____!”

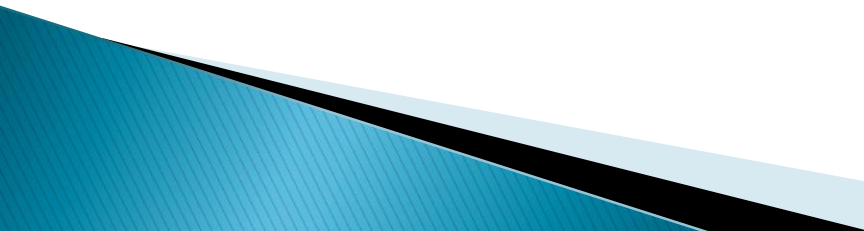
The Ledge (Continued)

- ▶ Ex: You know, a lot of people have said that they were not interested in what my company did, until they saw how we could help them grow their sales and increase total revenues. Just out of curiosity, have you ever worked with a contract sales group before?
- ▶ Remember: The appointment is the next step in the Sales Process. It gives you the time for discovery, and ultimately, to acquire the next appointment to present your product/service in person.

ABA (Always Be Asking)

- ▶ Would it help if I went first?
 - ▶ Would it help if I give you a brief overview of what we usually do during this meeting?
 - ▶ What are your goals for today's meeting?
 - ▶ What is the main thing you are trying to accomplish this: month, quarter, year?
 - ▶ Just out of curiosity, whom do you consider to be your most important competitor?
 - ▶ How do you distinguish yourself in an
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ABA (Continued)

- ▶ How do you distinguish yourself in an industry like this?
 - ▶ How do you set yourself apart from your competitor?
 - ▶ Just to get a ballpark figure, what kind of a budget are you working with?
 - ▶ What is your time line (if the person is unwilling to share this information, that person is statistically unlikely to become your customer).
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The Pipeline



Leads
Suspects
Prospects
Customers

- ▶ How many sales do you want to make per day, per month?
- ▶ What is the dollar value of your average sale?
- ▶ To make your goal, how many dollars in sales do you have to make per day, per month?
- ▶ How many prospects do you need to see to make a sale?
- ▶ What is the set of numbers I need to get to these answers?

Customer Retention (CFL)

- ▶ Two Words
 _____ You.
- ▶ Customer Service
 - Under-promise and then, over-deliver.
- ▶ Keep in Touch
 - Get a good CRM program. (ACT 2010) – Sage.
 - Tickler file for points of contact.
- ▶ Testimonials
 - Send me an email for “how to”.

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