

2020

PROSPECTING



*“Gain Engagement
Win More Appointments!”*

SALES CONCEPTS

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WELCOME!

THE FOUNDATION OF SUCCESSFUL SELLING

THE POWER OF POTATO CHIPS!

The other day a coworker was talking about his lunch. He is counting calories and successfully losing weight. He was complaining about how you could not eat just one potato chip and said, "Never underestimate the power of potato chips!" As soon as I heard that phrase, I knew it related to prospecting.

We all know you can't eat just one potato chip. They are so incredibly good! Most of us have been guilty of eating chips and not even thinking about the amount we've consumed. You keep popping them in your mouth. Rarely does a person say, "I am only going to eat one chip." Imagine if you stopped at just one chip. You wouldn't even notice that chip on the scale. Your clothes would not be tighter. You would not feel bloated from the salt. One chip would not change your day or your weight much at all. Not true for a whole bag of chips. Unfortunately, you would notice it on the scale and in your clothes!

So, what does this have to do with Prospecting? Simple — one is not enough! You cannot make just one call to prospects and expect that to change their day or your forecast! Prospects rarely call you back after the first call. Unfortunately, most salespeople make one call, maybe two to a prospect, then assume there is no interest and move on. Even more shocking, we hear from attendees in our Prospecting classes that when prospecting, many don't leave messages!

At Sales Concepts, we liken prospecting to a lumberjack. Picture a tree. Would a tree ever fall if a lumberjack hit the tree haphazardly with an ax on the trunk? Can you imagine a lumberjack just swinging the ax and hitting the tree wherever on the trunk? The tree would never fall. However, if you hit the tree consistently in the same place over and over, the tree WILL fall — approach prospecting in the same manner. You must be consistently persistent. You cannot make just one call. People are busy. Usually they will not return your calls.



Statistics show that 48% of salespeople never follow up with a prospect after the first call. 25% of salespeople make a second attempt and never try again. 12% of salespeople make more than three attempts and become the elite group of salespeople who win the business of new prospects and rise to the top of their sales organization.

Statistics also show that less than 2% of sales occur on the first contact, yet 48% of salespeople never reach out again. Less than 3% of sales occur on the second contact. Roughly 5% of sales happen on the third contact, and fewer than 10% of sales close on the fourth contact. A shocking 80% of sales close between the fifth to twelfth contacts to a prospect! If you keep reaching out to your prospects, you are bound to surpass your competition and increase your odds of closing new business!

So, act like a lumberjack who eats potato chips. Be consistently persistent. Treat prospecting like potato chips. Don't stop at just one!

***"The reports of my death have been
greatly exaggerated."***

-The Cold Call

A trendy opinion is that with all of the social media available, cold-calling is no longer necessary or effective. At Sales Concepts, we vehemently disagree.

Now, that is not to say that we don't value all that the Internet has to offer. We believe the Internet and social media have, forever and irreversibly, changed the way we communicate. To that point, we offer a course entitled *Selling in the Digital Age* to ensure that salespeople make the most of the resources available on the Internet.

We are saying that social media should be used in addition to cold calling, not in place of it. Salespeople who choose not to cold call do so at their peril.

How many cold calls do you make a day, a week, a month? Tasks can be broken down into two categories based on their importance and urgency. Judge everything you do by these two criteria. When faced with a task, ask yourself: "How important is this?" and "How urgent is this?" Instinctively you focus on tasks that are important and urgent. It is fairly easy to shuffle less important non-urgent tasks to the bottom of the priority list. Most salespeople tend to get into trouble with less important urgent tasks. Many times we work on these tasks to procrastinate from doing something that is less fun or glamorous while the important but non-urgent tasks languish quietly in the background. Cold calling is an important task. It does not seem all that urgent unless you make it so. Our advice is to set appointments with yourself. For instance, *this Thursday afternoon between 2 PM and 4 PM I am going to call new prospects*. Look at your schedule, determine what works for you. Do what you must to make yourself accountable.

Hold yourself to daily, weekly, and monthly prospecting goals and become an elite salesperson.

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WHAT IS PROSPECTING?



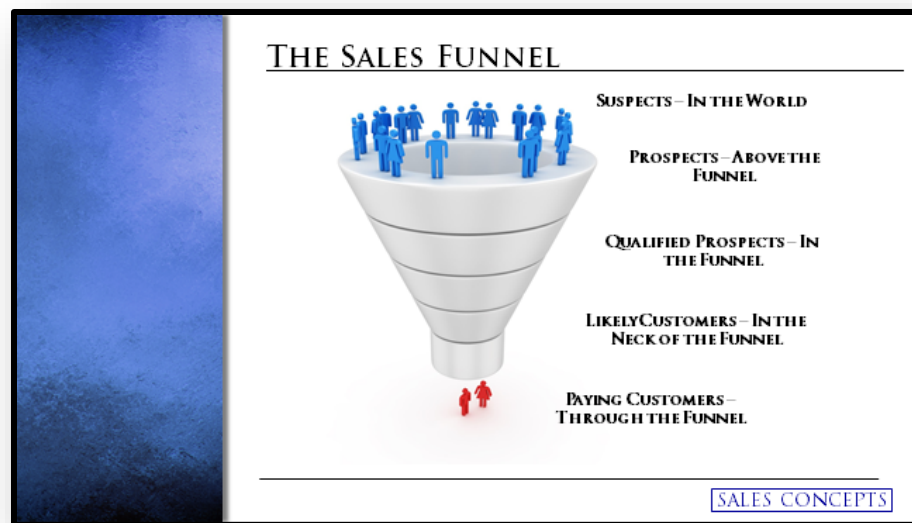
Write your definition here:

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THE SALES FUNNEL

Successful salespeople who consistently meet their quotas set priorities for working in the proverbial top of the sales funnel. Salespeople describe how difficult it is to take time for calling The World. Ignoring this action eventually causes the stream of customers to run dry.



Notes about the sales process represented by the sales funnel:

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PRIORITY



If your life depended on doubling your sales in the next year how would you do it?



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There are really only two ways to grow sales...

1. Add more customers.
2. Sell more to existing customers.



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IT ALL COMES DOWN TO RISKS



Be careful about raising red flags when prospecting. State the reason for your call clearly and concisely. Buyers have risks. Your job is to figure out how to minimize their risks and maximize their rewards.

What are the risks in your prospects' minds? Are they legitimate?

What do your prospects stand to gain by becoming your customer?

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PROSPECTING IS NOT SELLING



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WHY DON'T WE PROSPECT?



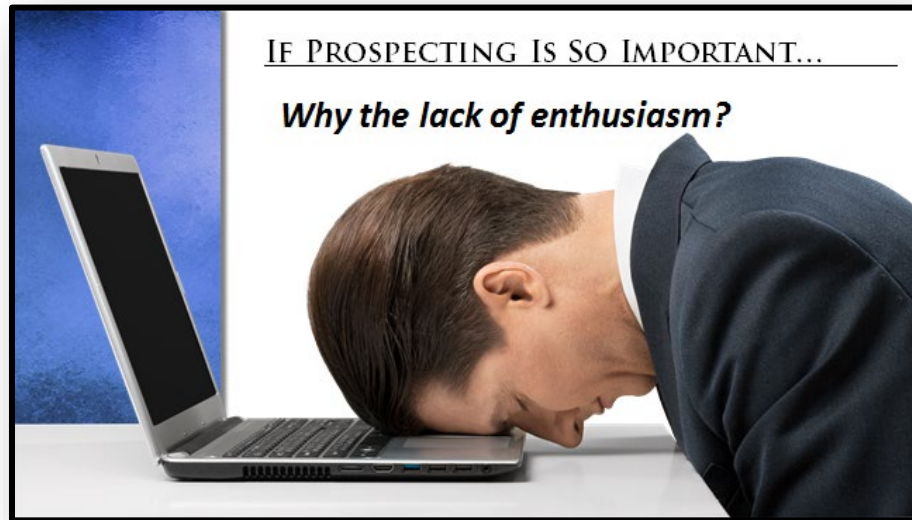
Reasons salespeople don't prospect:

- Fear of rejection.
- Lack of preparation.
- Lack of a perceived need to prospect.
- Lack of an understanding of value.
- Poor assumptions about the customer's attitudes.
- Unable to do it effectively, lack of skill.
- Waiting for something to happen, like a new product introduction.
- Too busy taking care of current accounts.
- Poor time management.
- Think it's outdated.
- Do not believe it works.
- General negative attitude or laziness.
- Think it is beneath them.
- Just don't like doing it.

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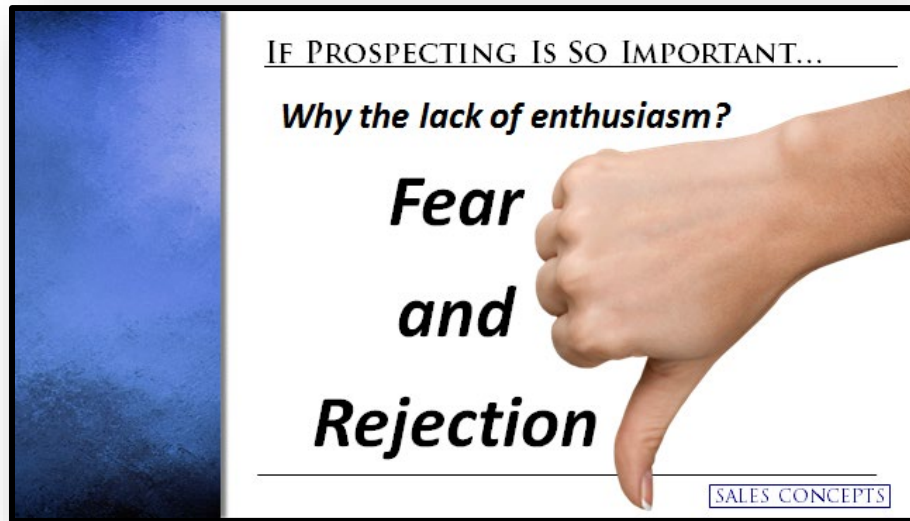
ENTHUSIASM?



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DON'T BE AFRAID



The good news is that it is quite easy to overcome all of these reasons with practice and training.


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CREATE A PROSPECTING HABIT

HOW DO YOU PRIORITIZE YOUR DAY?



All tasks can be prioritized based on two criteria.

1. Importance
2. Urgency

URGENCY

IMPORTANCE

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HOW DO YOU PRIORITIZE YOUR DAY?

There are four different types of tasks.

Each must be dealt with in a different way.

URGENCY

IMPORTANCE

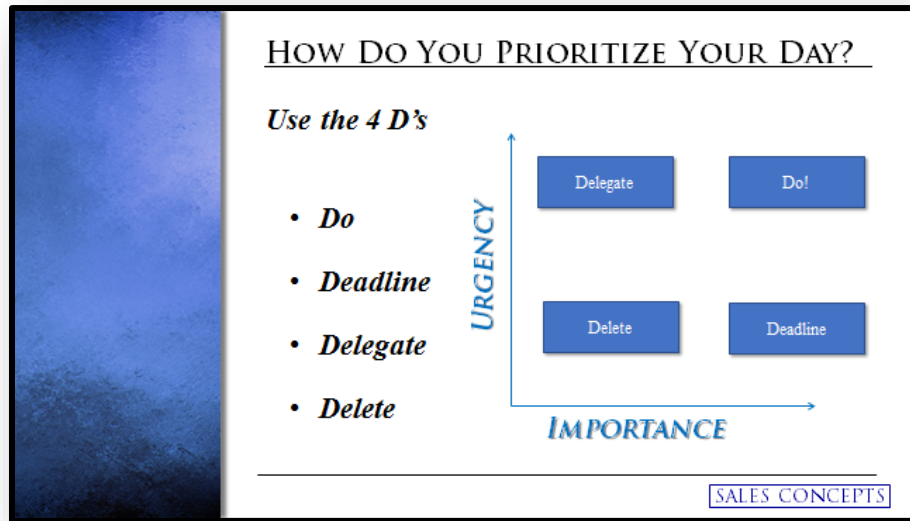
Low Importance Urgent	Important and Urgent
Low Importance Non-Urgent	Important and Non-Urgent

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CREATE A PROSPECTING HABIT



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HOW IS PROSPECTING LIKE CABBAGE?



We know cabbage is good for us, but that doesn't mean we like to eat it! Prospecting is like cabbage. We tend to push it aside. If it is on our plate, we know we should eat it. However, we often don't. Prospecting is something that most salespeople know they should do but still put it off until later. It's easy to justify why we should do it tomorrow or next week. The problem is that tomorrow is never today.

You need to set aside a time each day or week, in the office, to prospect. Maybe 30 minutes each day at 9:00 am, two hours on Thursday at 3:00 pm, or call three people before lunch. Set aside a time to prospect and DO IT! Many successful salespeople believe the best time to prospect is on Friday afternoon! What? Are you kidding? No. People are usually in a good mood on Friday afternoon and anticipating the upcoming weekend. They may not want to work as hard as they could. They may see your call as a welcome break! Think about that the next time you want to slow down on a Friday afternoon. Be different! End the week strong and productive.

We recommend you monitor and track what you do hourly every day for a couple of weeks. Then pick a time that is best for you to prospect. *Your time is expensive!*

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Now that you are making prospecting calls, you will inevitably run into voice mail. Many people in today's world think that leaving voice mail messages for prospects is a waste of time. After our email blast on forecasting, we had a customer jokingly call to let us know that leaving voice mails is a waste of time if the customer does not return your call. Thanks Jimmy S. That was funny. All kidding aside, leaving voice mail is far from a waste of time and may ironically be one of the best uses of it. Look at it as a free advertisement! You've already made the call, why not leave a message? The problem with voice mail is that it usually takes a while to work. We live in an instant gratification world, and when our calls go unreturned after one or two messages we quit.

You are going to have an awfully cold winter if you walk into the forest with an ax to chop down a tree for firewood and swing at the tree one or two times and say "Oh well, this doesn't work. Cold calling is a waste of time." Our research indicates that on average you have to leave eight voice mail messages to get a return call. Once you do get a return call after that many messages, the prospect feels a certain amount of remorse for not returning your calls sooner. Usually they will at least allow you a fair shot at their business. Very few will shout "Stop calling me!" They are few and far between. The new customers you win are worth one or two resisting a bit. So, confirm that appointment with yourself and make the calls. Sooner rather than later you will be able to yell "Timber!"

A very wise man once said, "If I knew that I had eight hours to chop down a tree, I would spend the first six sharpening my ax." Welcome to Prospecting! Let's sharpen that ax. Let's get started!



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8-CALL PROSPECTING SYSTEM




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WHAT DO YOU DO BETTER?



BUILDING A STRONG SALES FOUNDATION

What...

***Do you do better
than anyone else?***



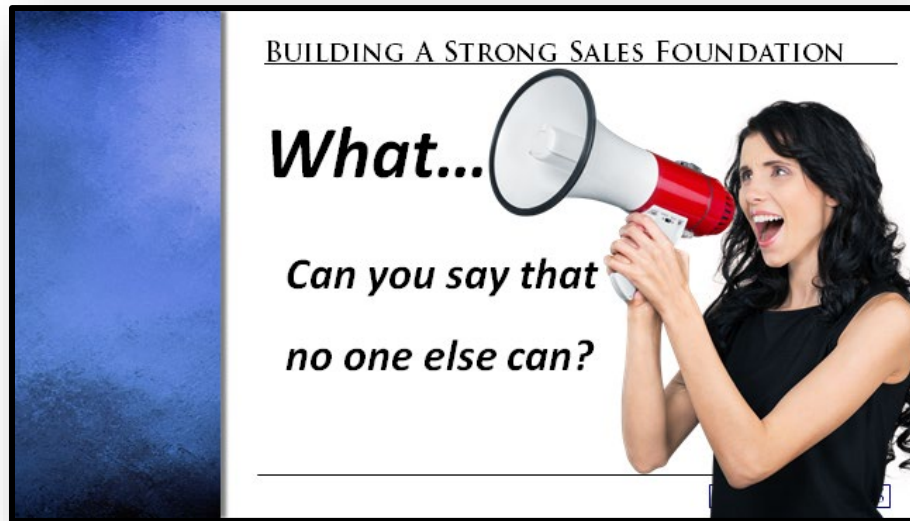
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Write it! What do you do better than anyone else?

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WHAT CAN YOU SAY?

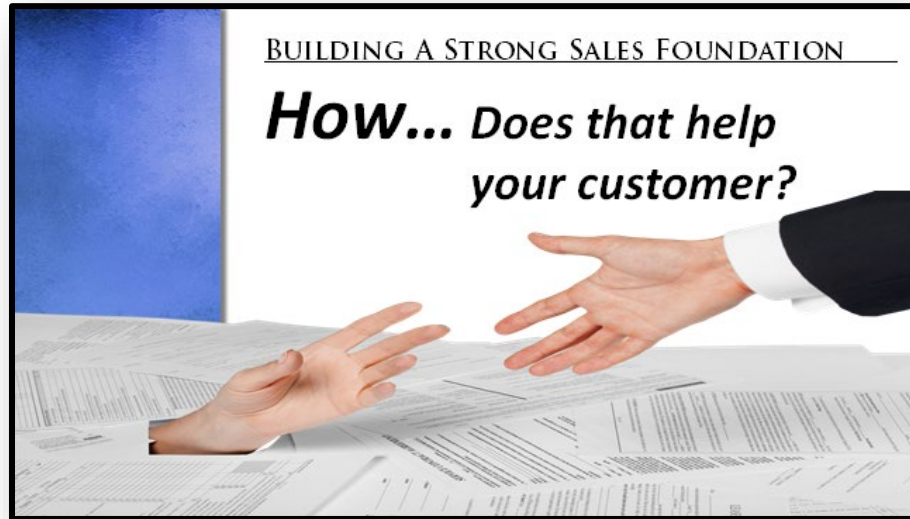


Write it! What can you say that no one else can say?

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HOW DOES THAT HELP?



Write it! How does that help your customer?

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YOUR MESSAGE

A woman with short dark hair, smiling, holding a large white sign that says "Your message!" in a cursive font. She is standing in front of a blue textured background.

BUILDING A STRONG SALES FOUNDATION

Your message should...

- Include your personality.
- Offer something unique.
- Be left more than once – 8 call system.
- Include your phone number twice.
- Be simple. Cover 1 thought or concept.
- Answer the question "So what?"
- Not sound like a sales person.
- Lead to something quantifiable.
- Establish value.

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WRITING STATEMENTS FIRST CALL

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

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WRITING STATEMENTS SECOND CALL

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

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WRITING STATEMENTS THIRD CALL

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

WRITING STATEMENTS FOURTH CALL

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TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

WRITING STATEMENTS FIFTH CALL

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TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

WRITING STATEMENTS SIXTH CALL

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TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

WRITING STATEMENTS SEVENTH CALL

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TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

TRY AGAIN:

WRITING STATEMENTS EIGHTH CALL

TRY AGAIN:

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TRY AGAIN:

TRY AGAIN:


TRY AGAIN:

TRY AGAIN:

KEY POINTS TO REMEMBER

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BUILDING A STRONG SALES FOUNDATION

Remember...

- It's all about them, not you.
- Make a personal connection.
- What are you really offering?
- Be specific.
- Help them make the leap.
- Put the most important thing first.




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REVISION GUIDELINES



BUILDING A STRONG SALES FOUNDATION

Revision Guidelines...



- What's your most important point?
- Where is it?
- Take your name out; put theirs' in.
- Is the statement still true?
- What can you say that no one else can?
- What can you do that no one else can?
- Sound like a human being!

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MAKING THE CALL



BUILDING A STRONG SALES FOUNDATION

Your phone call should...

- Command Attention
- Introduce You
- Involve Prospect
- Have a Reason
- Ask a Question
- Call For Action

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Whom do you call? What do you say?

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APPOINTMENT

The first and immediate goal of prospecting is to secure an appointment or some form of further engagement. While prospecting, sales representatives encounter a variety of obstacles, roadblocks, and other deterrents to achieving their objective. The principle of *Prospecting is NOT Selling* applies here. You must be ready to speak directly to the prospect, to his/her administrative assistant, or leave a voice mail. Each form of encounter requires a different approach, all based on a well-crafted value statement. The objective is to compel the prospect to say yes to the appointment request.



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PROSPECTING RESOURCE PAGE

All the material from this program and the manual are available on our Sales Concepts Prospecting Resource page located here:

<https://www.salesconcepts.com/prospecting-resources>

We hope you find the resources on the page to be of help. Should you have any questions, please contact us at your convenience. We are always happy to be of help to you and wish you great success in your prospecting efforts.

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