

**Presented By** 

Art Sobezak Author Of "Smart Calling"



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Art Sobczak
Author Of
"Smart Calling"



## Webinar Sponsor

ART SOBCZAK'S



## My Promise to You

1. Show you what to <u>avoid</u> on openings and voice mails that causes resistance.

2. Give you a process, tips, and word-for-word messaging you can use or adapt to create interest.

## Important Details

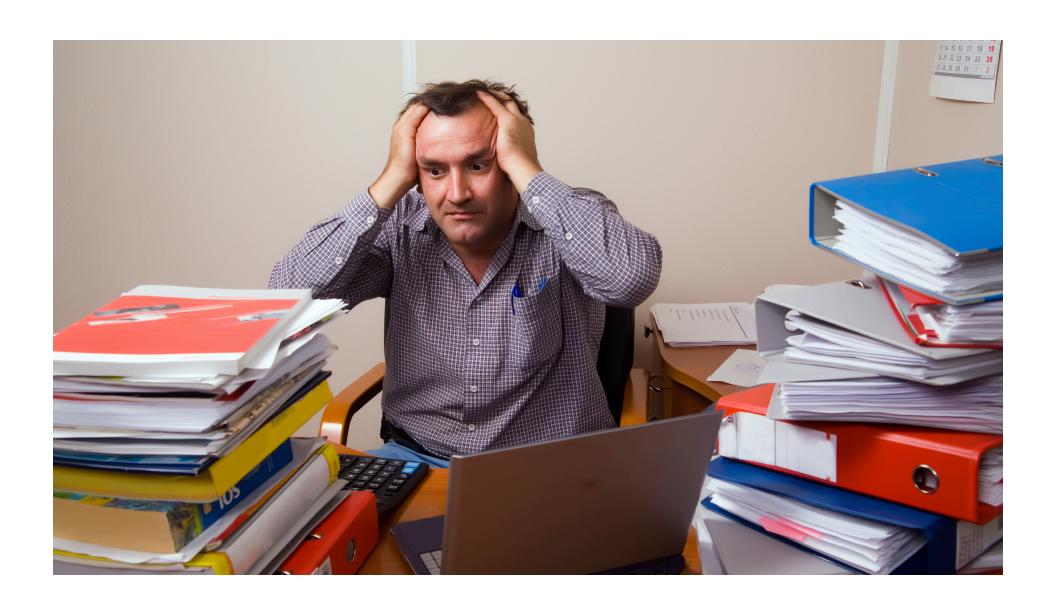
Stay til the end for a free bonus

**Submit your questions** 

Limited-time replay

Take notes!







## Message 1 mistakes

Asking for a decision

Talking about products and services

No value for the listener

### Message 2 mistakes

LinkedIn mistake

Talking about products and services

No value for the listener, asks for call back

### Message 3 mistakes

"I sent you something. Didja get it?"

Asks for a decision

Talks about product

Makes a declarative statement



# What SHOULD you say?

Sorry, there is no magic



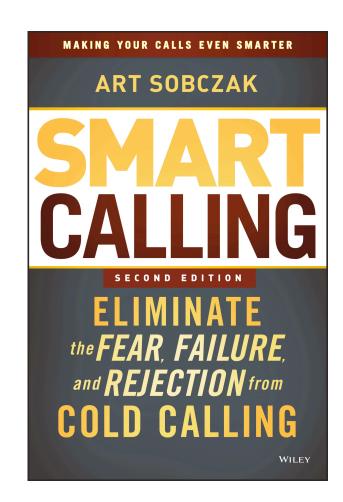
#### **Pre-call Planning**

- -research
- -identifying value
- -objectives

#### Pre-decision Maker Conversations

- -voice mail
- -screeners

Your Interest-Creating Opening



## Your Pre-Call Planning





### **Dumb Cold Call**

#### No research

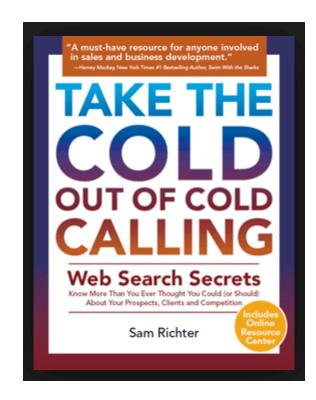
"Hi Pat. I'm Dale Stevens with Atlantic Associates. We provide internal communications training and I'd like to introduce our training program to you, see if you'd like to attend a webinar to learn more about our courses and how they help companies."

#### **Smart Call**

#### With research

"Hi Pat. I'm Dale Stevens with Atlantic Associates. I understand that one of your initiatives for the year is strengthening the communication and collaboration between your account management and production departments so you can increase your customer retention and order frequency. With another components manufacturer we were able to help them do exactly that and raise their retention by 55% in just six months and their reorder rate by 34%. I'd like to ask you a few questions to see if I can provide you some information."











## SOCIAL ENGINEERING TO GATHER EVEN MORE INTELLIGENCE



## Social Engineering

"Hi, I'm Art Sobczak with Business By Phone... I'm going to be speaking with Dale Scott, and I want to be sure that what I have is going to be of value to him...I'd like to ask you a few questions."

#### Your Possible Value Propositions

Pain avoidance, gain

**EASE** 

Cutting/saving costs, time

How are you different?

Social proof: what have you done for others?

#### Your Possible Value Propositions

Is NOT the thing or stuff you sell

It is **ALWAYS** the







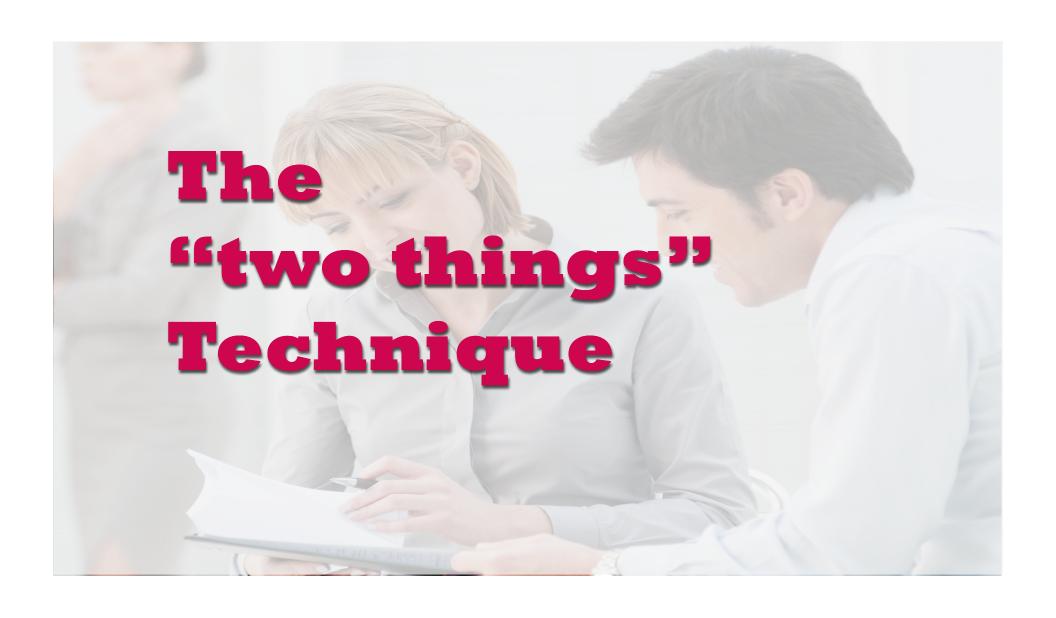


#### **VOICE MAIL**

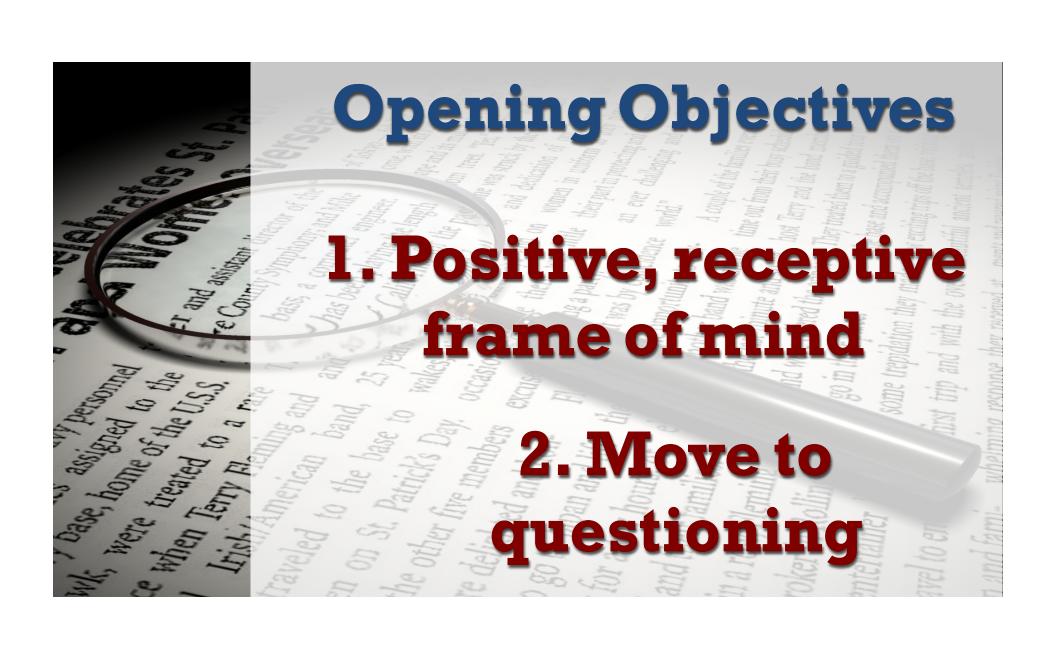
Should be identical to your opening











#### **Smart Calling Opening Process**

1. Identify yourself and organization "Hi Pat, I'm Dale Johnson with Inco Electric..."

#### **Smart Calling Opening Process**

#### 2. Use your research/intel to connect

I was speaking with Pat Smith, your director of operations, and she mentioned that you are now in the process of.

Congratulations on the contract that I had read about in.

I see that your company is adding two new locations

I understand one of your major initiatives for the year is to bring in new business from new accounts.

At your website I had seen..

On your Facebook page I noticed..

On your blog you had mentioned...

#### **Smart Calling Opening Process**

3. Plugging in your customized Possible Value

"We specialize in working with	, helping them
to"	
"We have worked with other able to"	, and have been
"Our specialty is helping	_ to

#### **Smart Calling Opening Process**

#### 3. More Value, move to the questioning

I've got a few ideas that might be of some value to you regarding how potentially you could do this with your department. I'd like to ask you a few questions.

Depending on where you are that in that entire process. We might have some options worth taking a look at.

#### **Smart Calling Creating -Interest Template**

"Hi (prospect), I'm (name) with (company). (LinkedIn/Smart Calling Intel/connection) We specialize in working with (title of buyer/type of company/organization) who/that (describe a situation or problem) and help them to (the result you provide) which means (further describing the end result). (Mention specific customer/client results)"

"Hi Pat, I'm Art Sobczak, President of Business By Phone. I saw your post in the LinkedIn Inside Sales Group we both participate in about looking for a prospecting workshop for your Fall 2016 meeting. We specialize in working with sales teams that have new business quotas, helping them to use a proven

prospecting process which means they are able to confidently get through to and sell to new buyers. Our most recent client has already opened up 10 new accounts in a week, more than they did the past three months."

# Opening Statement Review Before

"Hi, I'm \_\_\_\_\_ with \_\_\_\_ Insurance Agency. We specialize in tailoring insurance programs for businesses in the oil industry. We can possibly get you higher limits of liability, include pollution at the same limit as the general liability, and do so at the same or lower premium than you are now paying. This program is exclusive through our agency in this region. Does saving money on your premiums sound like something that would be of benefit to your business? One of the main concerns that we find that oil related businesses have is with pollution coverage. Can you tell me, does your pollution coverage limit equal your general liability coverage limit, or is it lower?

# Opening Statement Review After

"Hi, I'm \_\_\_\_ with \_\_\_ Insurance Agency. In speaking with one of your risk managers, I understand that your existing insurance policy has a lower-than-desired pollution coverage limit...We specialize in working with oil industry businesses, helping them get higher limits of liability, including pollution coverage at the same limit as the general liability, and usually doing so at the same or lower premium than they paid previously. This is something only we are able to provide in our region, and I'd like to ask a few questions to see if this may be of value to you."

# Thanks, but we're not done yet...

# Did I deliver on my promise to you today?



Complete step-by-step training

Over 5000 graduates

Offered online for the first time!



Complete step-by-step training

Over 5000 graduates

Offered online for the first time!



"I have attended Art's Telesales College twice, and have sent salespeople to his College in my sales management role. I also own all of Art's books, and I visit his website frequently. I use everything Art has taught me to help my salespeople be successful, and to continue my own sales success as well. I plan on signing up for the new Smart Calling College, and look forward to the updated program."



**Dean Tieman**Sales Manager, Infra-Metals Co.

You build YOUR successful call

What-to-say examples

Online video, brief segments

Live webinar/QA sessions



#### **Course community**



# Lifetime Admission to Future Programs

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Smart Calling Report subscription, and SEVEN year archive access!
(Over \$700 value)

- ✓ No airfare, hotel, meals, cab or other travel expenses or hassles
- ✓ No time away from your family and other obligations
- ✓ No time away from the office
- ✓ Access the training on YOUR schedule

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#### Have questions about the course or offer?

Type them in



#### Registration Closes 1/14

#### SmartCalling.Training/bonus

**100% NO RISK GUARANTEE** 

#### **60-Day Money Back Guarantee**

If for any reason within 60 days after the program's completion you are not satisfied, just ask and you be refunded all of your money. You risk absolutely nothing. Unless you DO nothing.



# For the First 10 Registrants

#### One-on-one Coaching Session With Art

