### **How to Place the Successful Sales** and Prospecting **Call--WITHOUT** Rejection

**Presented By** 

Art Sobezak Author Of "Smart Calling"

## My Promise to You

I'll show you the process and examples of messaging that salespeople worldwide are using to get through, get in, and sell to buyers that THEY want to speak with.

And I'll show you how to do it WITHOUT "rejection"

## When you stay until the end you'll get a free bonus:

## **Audio Seminar**

"26 Opening Statement and Voice Mail Mistakes to Avoid, and Wht you SHOULD Say Instead"

## Mercifully Brief Introduction Art Sobczak



Over 34 years of inside sales experience as an author, trainer, coach, and most of all, salesperson just like you. A sales scientist.

Developed and delivered over 1500 training programs

Author of five books

Listened to and reviewed tens of thousands of calls

Lifetime Achievement Award from American Association of Inside Sales

## Mercifully Brief Introduction Art Sobczak



Made every sales mistake imaginable

*Smart Calling* Top Sales book of 2010, Top 20 Most Highly Rated Sales Books of ALL Time

Top 50 Sales and Marketing Influencers in the World by Top Sales World

**Competition barbecue cook** 

Originally from Omaha, NE... Now Scottsdale, AZ... I've done my time in the cold

## When you stay until the end you'll get a free bonus:

## **Audio Seminar**

"26 Opening Statement Mistakes and Voice Mail Mistakes to Avoid, and Wht you SHOULD Say Instead"

#### Just think what your job would be like if...

You could approach every call with confidence that you have a go-to process you can adapt to get through to and speak with your buyers

You have word-for-word messaging you can implement in each part of that process so that you sound smooth and conversational, and know where to go with the Competition

You don't fear, or experience "rejection" again

#### Don't just take my word for it...



Hi Art, A quick 'thank you' for your course. Last year I took the training and as a result, was able to exceed my quotas by 200%! The cold calling techniques you gave are topnotch. Because of this success, I am now in a better position to market myself for bigger and better opportunities. Thanks so much,

Cynthia Barnes Total Quality Logistic

#### Don't just take my word for it...



Smart Calling helped me to close one of 5 biggest deals in our office history and literally saved my job. It is a must for any sales professional looking to improve their close ratio and appointments set using the phone.

Michael Caruso Insperity

#### Why this is important to you now

#### It's harder than ever to get to buyers

Technology has made us less connected to PEOPLE

The "rejection" myth can and does debillitate people

#### Why this is important to you now

People are still buying, and talking to salespeople who have a customized, tailored message.

They are talking to fewer salespeople, the ones who they see have value

#### **House Rules**

No magic script that will make you the "Sales Whisperer"

No "do nothing, get rich" techniques

Nothing that works EVERY time.You will get no's

No cheesy hard sell techniques that reek of sleaze

Most people who buy or go through ANY sales training will <u>not</u> show great success

#### **CONFESSION!**

Yes, I have an advantage over most. I already have a "name" that gets me through and I can make this stuff sound too easy

#### I did NOT start that way

I THOUGHT I was a hotshot salesperson... until I had to really go out and create business from nothing...

## So I had to find a way

## And I did

#### The Successful Sales and Prospecting Call Process 1.Pre-Call Planning

#### 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



Increased targeted web traffic, resulting in more click-throughs and sales

Larger average sale on inbound calls

More productivity per hour on the assembly line.

Getting their audio projects done and online and producing revenue more quickly

# Setting your call objectives

Your primary objective

1000000000

#### **Examples of Primary Objectives**

"To get agreement they will compare our price list with that of their present vendor, find out how close we need to be to get a shot at the business, and to get commitment they will allow us to bid if we're within their requirements."

"To generate interest, qualify according to my criteria, and get agreement they will read my literature, check their existing inventory, and discuss a trial order the next time we speak

"Define specifically what criteria they will use to select their vendor, present my appropriate benefits verbally, and ask if those were in a proposal if they would lean towards picking us. If so, writing a proposal, and asking for the prospect's commitment that he will recommend us in the selection meeting."



# Rejection is not an experience.



#### How to Never Be Rejected Again:

Secondary Objective What can you at least attempt on every call?

## Secondary Objectives Can Also Pay Off in the Future



## Get a WIN on every call

#### **Plant a seed**



The Successful Sales and Prospecting Call Process 1.Pre-Call Planning 2.Pre-Buyer Conversations



## SOCIAL ENGINEERING TO GATHER EVEN MORE INTELLIGENCE

- Identify yourself and the company you represent
- Ask for help
- Use a justification statement
- Ask questions

## **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."

#### **VOICE MAIL**

#### Should be identical to your opening

## Leaves a question in their mind

#### Assistants, not Gatekeepers!

# The "two things" Technique
The Successful Sales and Prospecting Call Process 1. Pre-Call Planning 2. Pre-Buyer Conversations 3. Interest-Creating Openings



# **Your Interest-Creating Opening**





### 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." "

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

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...

3. Plugging in your customized Possible Value

"We specialize in working with\_\_\_\_\_, helping them to\_\_\_\_\_."

"We have worked with other \_\_\_\_\_, and have been able to \_\_\_\_\_."

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." The Follow-Up Call Opening

- 1. Identify yourself and company.
- 2. Remind them of Your Previous Contact "I'm calling to continue our conversation from last week..." "I'd like to pick up where we left off last Monday ..."

#### 3. Remind them of Their Interest, and/or Agreed-To Action

"...where we had discussed your interest in our testing program, and you were going to review the statistics I sent you..."

"...you had felt that our coverage would be more comprehensive for your facility and you were going to recommend it to your CFO..."

#### 4. Bring Something New to the Table and Be Proactive With Your Intentions for This Call

"...I'd like to go through those numbers with you and I have some additional information I believe you'll find beneficial."

Let's look at an example with all of the components:

"Don, it's Pat Keeler with Building Suppliers. The last time we spoke, last November, you asked me to contact you about your plans to expand into roofing supplies since you felt you could sell quite a bit to your existing customers. I've put together some ideasthat have worked very profitably for other wholesalers across the country, and if I've reached you at a good time, I'd like to discuss your plans."

The Successful Sales and Prospecting Call Process 1.Pre-Call Planning 2.Pre-Buyer Conversations 3.Interest-Creating Openings 4.Questioning



# Questioning

## Facts Needs, pains problems, concerns, desires Quantify and embellish You are in the "state of mind" business



### Questioning at the Advanced Level

- **1. Question**
- 2. Listen

## 3. Ask the NEXT question

In DIRECT response to their answer





#### **Assumptive Problem Questions**

"What do you do when...?" "How do you handle it when..." "What do you do in situations where..." "Tell me about the last time you..."

#### **The Question Generator**

Benefit/Result	What would make it a benefit?	Questions
Warehouses positioned throughout the country so are never more than one day away from delivery after ordering		Tell me about your plumbing department and what lines you are stocking.
Never have to pay extra shipping fees	Dealer has experienced situations when they required rush orders and consequently paid extra for shipping. delivery after ordering	What do you do in situations where a customer needs an item the next day that you don't have in stock?
		Tell me about the times you had to pay extra for rush delivery to get a part the next day for a
Warehouses stock more items than other regional competitors, so there is rarely, if ever, a backorder situation	Dealers missing out on sales because they did not stock a particular item that their customer could not wait for—so they went elsewhere	customer.
Customers don't have to carry inventory of slower moving items		

**The Successful Sales and Prospecting Call Process** 1. Pre-Call Planning 2. Pre-Buyer Conversations 3. Interest-Creating Openings 4. Questioning 5. Sales Recommendation

### 1. Transition from questioning

"Based on what you told me about the existing insurance coverage on your business, and the added liability exposure you have, I believe I have something here that will cover

you completely, at about the same premium you're paying now."

### 2. Paraphrase

"Let's just review what we've discussed so far to make sure I understand it completely. Bottom line, you feel you've been neglected by your present agent, except when it came time to renew your policy. And, you feel he's charging you an outrageous premium for the amount of coverage you now need since you're manufacturing toxic chemicals. Is that right?"

### **3. Present Your Results**

"Luke, by switching to my agency you would get the attention you deserve, and pay a reasonable premium for more than enough coverage. First, we would (present proof of each claim you made)..."

### 4. Get Commitment

"Should we get started?"

"Let's get together to discuss it further."

### **Recommendation Messaging Tips**

"... which means..."

"... what this will do for you is..."

"... here's how that will help you..."

**The Successful Sales and Prospecting Call Process 1. Pre-Call Planning 2. Pre-Buyer Conversations 3. Interest-Creating Openings** 4. Questioning **5. Sales Recommendation** 6. Commitment

**ASK!** 

Your attitude is more important than your technique What will happen between now and our next contact?

If you like what you see in the sample, will you buy?

Are you comfortable taking this to the boss with yourrecommendation that you go with it?

So you will have those inventory figures prepared by the nexttime we speak, is that right?

You're going to survey your staff and get their input on what features they'd like to see, and you'll have the information by our next call, correct?

By when will you have had a chance to go through the material so we can speak again?

Is this the program that you'd personally like to invest in?

If you do decide to change vendors before my next call, will you call me?

The next time you need supplies, would you buy them from me?

#### When you send out your Request for Proposals, may I be included?

Shall we get started?

Would you like to buy it?

Why don't I ship you one?

May I sign you up?

If the proposal contains all of these items, will you approve itand go with our plan?

Can we finalize the paperwork?

**The Successful Sales and Prospecting Call Process 1. Pre-Call Planning 2. Pre-Buyer Conversations 3. Interest-Creating Openings** 4. Questioning **5. Sales Recommendation** 6. Commitment **7.Wrap Up and Set Up Next Action** 

#### How to Wrap Up a Call to Plan the Next

Summarize...

The Need/Problem, and Their Interest What They Will Do What You'll Do When You'll Talk Next The Next-Call Agenda "Let me go through what we've covered today. You feel that we will provide you with better availability, and you like our customer service policies, and you do want to get going with that new inventory program we offer, but you need to wait to get funding in the next budget, which you're going to suggest, and we'll plan on talking around the first of next month, when I call you again."

# Send an immediate email with your wrap-up.

# Send an email before the next call reminding them of their action.
**The Successful Sales and Prospecting Call Process 1. Pre-Call Planning 2. Pre-Buyer Conversations 3. Interest-Creating Openings** 4. Questioning **5. Sales Recommendation** 6. Commitment **7.Wrap Up and Set Up Next Action** 

## Let me ask you a question...

Did I deliver on my promise to provide, the process, messaging, and how to not be rejected on a call?

# So, who feels they are finally ready to take their sales to the next level?

- You know there is a process you can use to have success on your calls
- You know there is lots of great messaging you can use in that process
- And you know that you have gotten rid of that "rejection" reason that prevents people from making calls

- What I just showed you is the <u>exact</u> system I've personally delivered to over a thousand clients
- And if you'd like me to help you implement everything we've gone over, I'd be delighted.
- Here's how we'll do it...



**Complete step-by-step training** 

Over 5000 graduates

Offered online for the first time, self-paced, go through as fast or slow as you want



You build YOUR successful call

What-to-say examples

**Online video, brief segments, workbook** 

Live webinar/QA sessions

**Course community** 





Art, I wanted you to know that your program has had the best reception from our sales team and you really nailed the issues sales people have when making the first contact with a prospect. The material is 1st rate and easy for anyone in sales to understand and your suggestions on how to develop sales strategy as well as create a great message that will ensure a higher probability of a positive response from a prospect. I am pleased at how everyone is looking forward to each discussion during and after going over the program. In fact Module 5 was so well received that in the interest of time, we had to split it into two sessions.

#### **Emre Schveighoffer**

CEO at National Resource Management, Inc.

 Smart Calling College 12 module online class (\$895 value)

# LIFETIME Admission to Future Programs

- Smart Calling College 12 module online class (\$895 value)
- LIFETIME admission to future programs (\$1700 Value)

Total Value: \$2595

# LIVE Webinar and Q&A Sessions

4 per session, (three sessions per year, 12 webinars total)

- Smart Calling College 12 module online class (\$895 value)
- LIFETIME admission to future programs (\$1700 Value)
- LIVE webinar sessions (\$600 Value)

**Total Value: \$3195** 

## My Personal Review of YOUR Opening/Voice Mail

- Smart Calling College 12 module online class (\$895 value)
- LIFETIME admission to future programs (\$1700 Value)
- LIVE webinar sessions (\$600 Value)
- Voice mail/opening review (\$200 Value)

Total Value: \$3395

Art Sobczak's



February 2016

When They Eventually Buy, Be First in Line

"Move them forward or move them out."

That's what I constantly preach about prospects in your follow-up file.

This means if a prospect isn't moving closer to buying each time you speak, they're taking your valuable time.

And you can make more money, but you can't make more **time**.

However, especially in today's economy, that doesn't mean that you should completely write ALL of them off. Who hasn't been pleasantly surprised by that prospect we thought we'd never do business with, the one who later calls and says,

"I'm ready now."

But hoping for that can't be your main sales strategy.

You can, though, make this happen more often. You just need to be proactive, and smart about it. Have a personal marketing strategy for staying in contact with your higher potential prospects.

Some reps are lucky enough to have a virtually limitless supply of prospects. Most of us, however, have a finite number to draw from, and with the sincere buyers, it pays to stay in touch with them.

Let me explain. There are two groups I'm talking about.

 Those who are not great prospects for you today (too small, not qualified) but could very well be in the future. And although you likely won't have them in your regular rotation of calls, you want to be sure  tions change at their company.
In addition to the prospects you decide not to pursue because they're not qualified, there are those who are qualified, but choose not to do business with you for whatever reason. Buy hey, things change.

write all of these off. First, let's look at just a few reasons why prospects won't buy from you today: no need, no interest, no money, and, no hurry.

so it's in your best interest to not

money, and, no hurry. Those are the basic ones you see in every sales book. As a subset of

the "no hurry" reason, let's break it down even further. • they're lazy. Buying from you

would involve some work.

• they procrastinate. Who doesn't?

 they are too busy with other, more pressing activities (which also could fall in the "no need" category).

There's actually another reason that we might not like to admit:

Maybe **we** did a poor job selling to them.

Hopefully that's not the case, but keeping them in your funnel could result in something down the road.

What TO Do So what should you do?

Stay in contact with selected high-potential prospects through methods that don't require much of your time. Use the mail, fax, and email. Follow them on LinkedIn. Consider putting together a brief newsletter that provides valuable information they can use, not just puffery about your company and products. For example, include tips and tidbits that can help them in their jobs. Of course the suggestions should include the use of your product or service, but that's not the main reason for the communication.

Volume 33 Number 2

For instance, a supplier of packaging products could send out a piece on "Ten Ways to Reduce Your Shipping Expenses."

The return on this type of marketing communication could be huge. And here's the simple reasoning:

• things change, and,

• out of sight, out of mind.

Situations in companies change every day. (Just think about the changes at your company in just the past three months!) If changes involved new needs and requirements, they'll likely turn to what is familiar. And when you're in touch with them, you could be at the forefront of their mindwhen a new need develops. Plus, through repetitiveness, you build redibility in their mind. The more they see your name, the more familiar and credible it becomes.

Now, as with most ideas that require work, I know most people won't do this. I can tell you though, that for those who do, they show the bigger sales results.

Mix in a little smart personal marketing with your selling, and you'll find that you're maximizing the return on your time investment.

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Smart Calling Report subscription, and SEVEN year archive access!

Proven Sales Skills, Strategies, and Tips You Can Use!

- Smart Calling College 12 module online class (\$895 value)
- LIFETIME admission to future programs (\$1700 Value)
- LIVE webinar sessions (\$600 Value)
- Voice mail/opening review (\$200 Value)
- Smart Calling Report seven-year archive access and one-year subscription (\$800 Value)

## **Total Value: \$4195**

# Get Started for Only \$795 For Lifetime Access

(Two-payment option available)

GO TO SmartCallingCollege.com

## SmartCallingCollege.com



#### Additional users \$100 off

## **Registration Closes 5 pm Pacific Time** Sunday, May 8th

## GO TO SmartCallingCollege.com

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#### **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.

#### $\star$ $\star$ $\star$

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



Have questions about the course or offer?







"I've taken Art's College twice in my career and found both times to be extremely helpful. I've just started a new position and have opened 6 new accounts during the first few weeks of my job and exceeded management's *expectations.*" Patrick Conomy North American Herb and Spice

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- LIFETIME admission to future programs (\$1700 Value)
- LIVE webinar sessions (\$600 Value)
- Voice mail/opening review (\$200 Value)
- Smart Calling Report seven-year archive access and one-year subscription (\$800 Value)

## **Total Value: \$4195**

# We're not done yet!







## SmartCallingCollege.com

- Smart Calling College 12 module online class (\$895 value)
- LIFETIME admission to future programs (\$1700 Value)
- LIVE webinar sessions (\$600 Value)
- Voice mail/opening review (\$200 Value)
- Smart Calling Report seven-year archive access and one-year subscription (\$800 Value)
- ALL THREE Books (\$100 Value)

# Total Value: \$4295

# But wait, there's more!

## For the Quick-Action Takers Today For the First 10 Registrants

One-on-one Coaching Session With Art



# SmartCallingCollege.com

## **Endurance Reward Free audio seminar**

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