



**Tim**Wackel!

**\$6,000,000,000**

**99%** don't set good objectives

**95%** talk too much

**86%** ask ineffective questions

**82%** don't differentiate

**62%** don't earn the business

What words describe  
top performing  
Sterling Computer  
sales reps?

Sincere Persistent Value  
Prepared Competent Consistent  
Curious Trustworthy Empathetic  
Hard working Creative  
Enthusiastic Professional Credible  
Reliable Fun! Approachable  
Friendly Attentive Passion

What words describe  
top performing  
Sterling Computer  
sales reps?

# Hard Work

# Mastery!

# Assumptions

- Successful
- Learn new information
- Confirm existing knowledge (**BFOs**)
- Desire + Design + Discipline

The world doesn't pay you  
for what you know,  
it pays you for what you do!

# Principle #1

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You had me  
at hello

“I’d like some time on your calendar to talk about myself, my company and all of our wonderful services and solutions.”

“Even though you get piles of unsolicited email every day, I wanted to call and see if you read the stuff that I sent you.”

“I’m eager to tell you how great our existing customers think we are and we probably won’t discuss what you’re interested in. Chances are good that I’ll talk for a long time about stuff that’s not really important so get ready to be bored out of your mind!”



What words describe an effective sales message?

(aka elevator pitch, value proposition, networking introduction)

#1. Practice prospecting voicemail

#2. Liked best? Next time?  
*(be honest, not brutal)*

#3. Switch & repeat



# Why?

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## #1. Obligation

Boss, spouse, kids, parents, friend, etc

## #2. Curious

Specific → Relevant → Curious

*Tim – my name is Mike. We've never spoken before but I just recently visited your website – BTW I really like your intro video! I'm calling today because I'm guessing you'd like to create more followers (otherwise you wouldn't have an opt-in form for new visitors on your home page). I have 2 ideas we've used with other sales trainers to grow their opt-ins by over 20%. Can't help but believe that we might be able to help you.*

*Tim – my name is Mike. We've never spoken before but I just recently visited your website – BTW I really like your intro video!*

**SPECIFIC**

*I'm calling today because I'm guessing you'd like to create more followers (otherwise you wouldn't have an opt-in form for new visitors on your home page).*

RELEVANT

*I have 2 ideas we've used with other sales trainers to grow their opt-ins by over 20%. Can't help but believe that we might be able to help you.*

**CURIOUS**

Secret script?

Tested formula?

# Target market?

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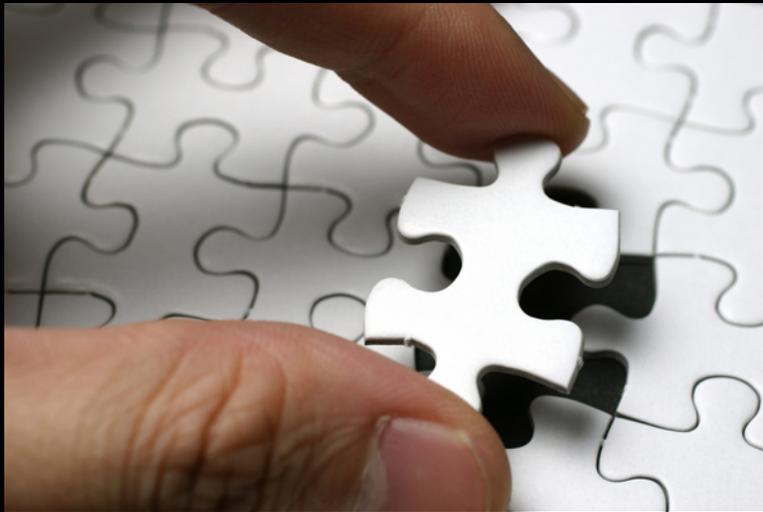
*Sales executives  
Business owners  
Training director*

# Results?



*Grow existing business by 15%*  
*Re-engage 'cold' accounts*  
*Increase new business by 20%*

# Challenges?



*Soft economy*  
*Distractions*  
*Can't get mindshare*



# Emotions?

*Concerned*  
*Frustrated*  
*Pressured*





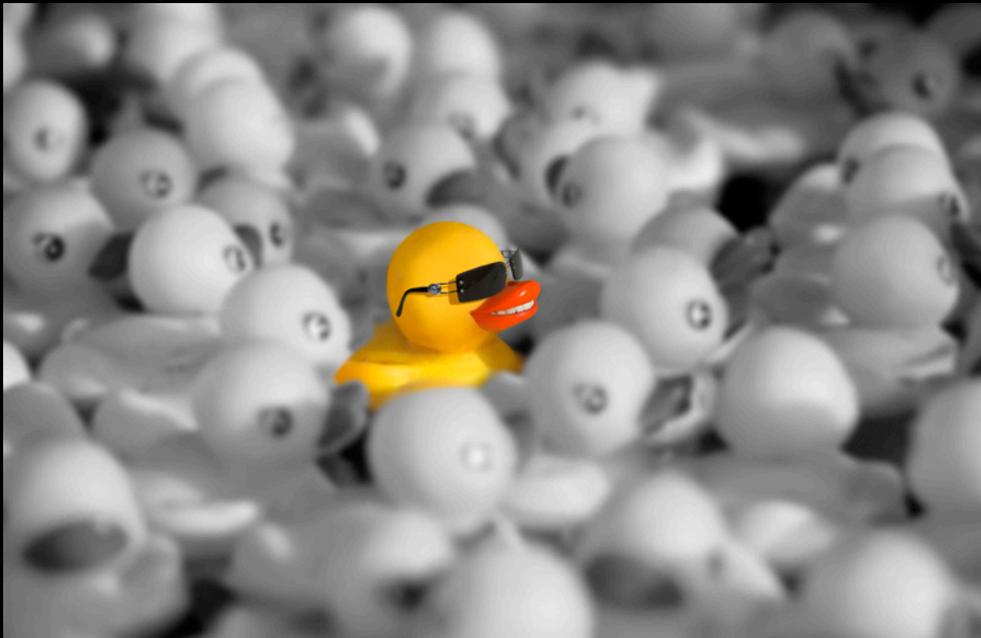
# Benefits?

*Find new customers*

*Grow revenues*

*Can't lose ROI*

# Compelling differentiators?



*Customized  
Sales expert  
It just works!*

I specialize in helping *(target market)*  
who are *(emotions)* with *(challenges)*  
and want a proven solution for achieving  
*(results)*.

I specialize in helping *sales executives*  
who are *(emotions)* with *(challenges)*  
and want a proven solution for achieving  
*(results)*.

I specialize in helping *sales executives*  
who are *concerned* with *(challenges)*  
and want a proven solution for achieving  
*(results)*.

I specialize in helping *sales executives*  
who are *concerned* with *the slowing economy*  
and want a proven solution for achieving  
*(results)*.

I specialize in helping *sales executives*  
who are *concerned* with *the slowing economy*  
and want a proven solution for *helping their*  
*organizations win more business.*

*(Target / target companies)* have already discovered that our *(differentiators)* are a driving force for *(benefits)*.

*Sales teams from Philips Healthcare, Cisco and PricewaterhouseCoopers* have already discovered that our *(differentiators)* are a driving force for *(benefits)*.

*Sales teams from Philips Healthcare, Cisco and PricewaterhouseCoopers* have already discovered that our *customized sales training programs* are a driving force for *(benefits)*.

*Sales teams from Philips Healthcare, Cisco and PricewaterhouseCoopers* have already discovered that our *customized sales training programs* are a driving force for *finding new customers and increasing sales.*

I don't know if *(offering)* is right for you but if these issues sound familiar and they're considered important, then it might be worth 10 minutes for us to have a brief fact finding conversation.

I don't know if *this type of sales training* is right for you but if these issues sound familiar and they're considered important, then it might be worth 10 minutes for us to have a brief fact finding conversation.

#1. Revise your message on page 9

#2. Liked best? Next time?  
*(be honest, not brutal)*

#3. Switch & repeat

I specialize in helping sales executives who are concerned about the slowing economy and want proven tools that will help their organizations win more business.

Sales teams from Philips Healthcare, Cisco and PricewaterhouseCoopers have already discovered that our customized sales training workshops are a driving force for finding new customers and increasing sales.

I don't know if this type of sales training is right for your organization. But if these concerns sound familiar and they're considered important, it's probably worth 10 minutes for us to have a brief fact finding conversation.

For the past 15 years I have focused on helping sales managers who are frustrated by inconsistent results and are looking for proven methods that will drive better business.

Hundreds of clients have already discovered that unlike generic sales training, my programs are designed around their specific challenges and delivered by true sales experts.

I don't know if this type of solution is right for you but if the issue sounds familiar and it's consider important, then it might be worth 10 minutes for us to have a brief fact finding conversation.

*(Prospect)* Hello, this is Bob.

*(Rep)* Hi Bob, my name is Tim. We haven't spoken before but I'm hoping you would be willing to give me just 15 seconds to explain the purpose of my call. Would that be fair?

*(Prospect - reluctantly) Sure... go ahead.*

*(Rep – 15 seconds only!!!) Bob, my organization specializes in helping clients like you...  
(15 seconds max!)*

*(Rep – Engaging question!) I hope you don't mind me asking, but...*

# Principle #2

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Follow up or fail

# When do you give up?



**2%** of opportunities happen on **1<sup>st</sup>** attempt

**3%** of opportunities happen on **2<sup>nd</sup>** attempt

**5%** of opportunities happen on **3<sup>rd</sup>** attempt

**10%** of opportunities happen on **4<sup>th</sup>** attempt

**80%** of opportunities happen on **5<sup>th</sup>** attempt

**46%** of reps give up after 1<sup>st</sup> attempt

**22%** abort after 2<sup>nd</sup> unsuccessful attempt

**14%** never get past the 3<sup>rd</sup> try

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**82%**

# Follow up?

- ✓ Email
- ✓ Phone
- ✓ Face to face
- ✓ Certified mail
- ✓ Unusual item

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Browse. Buy. Done.

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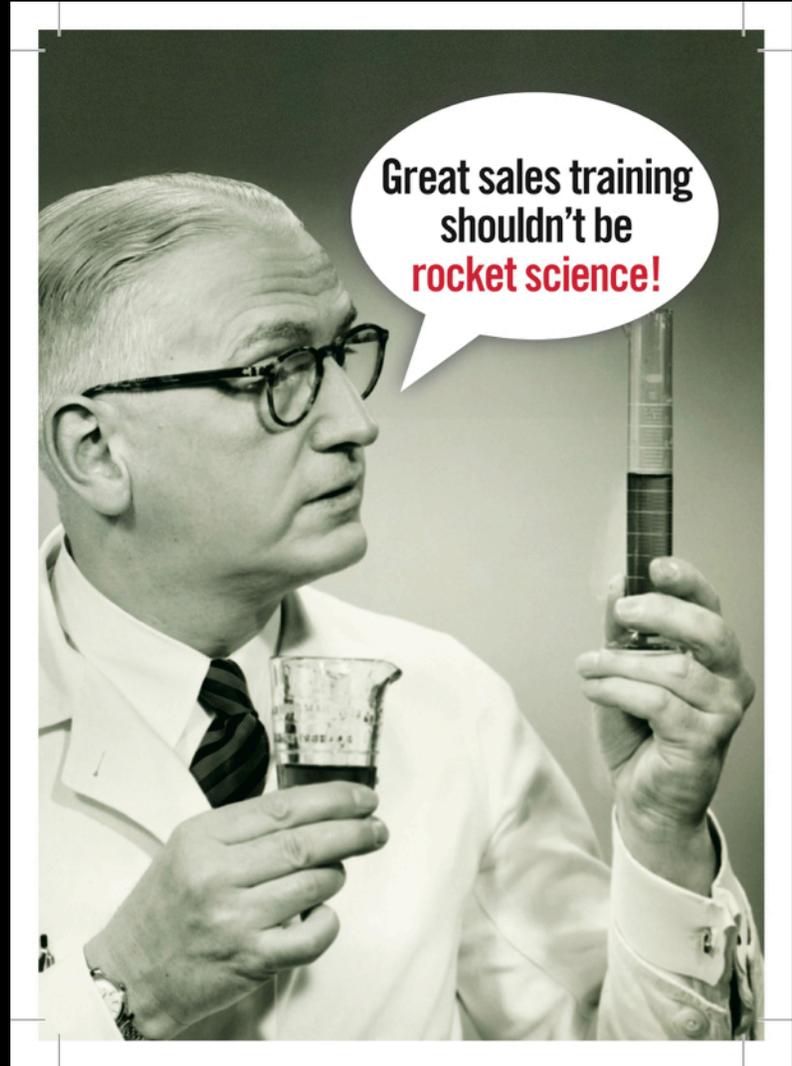
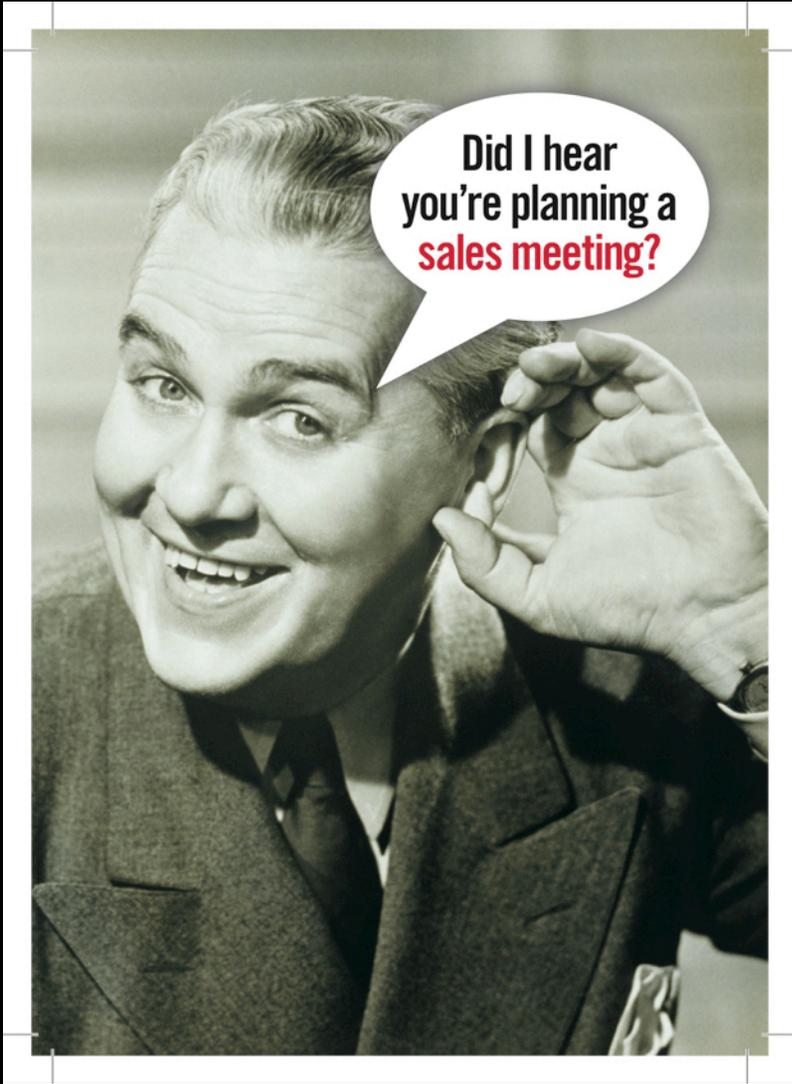
**Voice Over**

More than 5,000  
services offered

  
**TimWackel**

# Follow up?

- ✓ Email
- ✓ Phone
- ✓ Face to face
- ✓ Certified mail
- ✓ Unusual item
- ✓ Post card



# Follow up?

- ✓ Email
- ✓ Phone
- ✓ Face to face
- ✓ Certified mail
- ✓ Unusual item
- ✓ Post card
- ✓ Lumpy mail
- ✓ FedEx / UPS / courier
- ✓ Valuable insights



## BOARD ROOM OR BORED ROOM? THREE RULES TO COMMAND ATTENTION AND CHANGE MINDS

Imagine you've been working on a significant opportunity for several months. You've invested long hours with all of the key players and it's almost time to go to contract. The final step is a simple "show-n-tell" presentation that you need to deliver to the executive committee. All you need is their nod and you're off to the bank to deposit the commission check.

The day of the big pitch arrives and you're feeling good. You walk confidently into the board room, connect your laptop and launch the presentation. Suddenly all eyes are on you and without warning you find yourself stumbling through a lame introduction that goes something like: "Hi, my name is Bob and I work for XYZ Company. Thanks for taking some time to be here today."

You race through the deck until you get to the meat of the presentation (easily identified by the slides that have lots of words typed in small fonts). Finally you begin to feel strangely comfortable as you start reading these

complex screen shots to the decision makers.

And then, without warning you find yourself staring at a blank slide. There is nothing left in the deck so you immediately ask for questions and of course there aren't any. You awkwardly thank everyone for their time and head back to the office. Now you're left with no clue if you'll win this opportunity but you're certain that you won't get a second chance.

Sound powerful? Probably not, but I'll bet it sounds familiar.

So what does it take to keep the Board Room from becoming a Bored Room? Here are three quick tips to get you back on track now.

### #1. Get a hook!

Most audiences rush to conclusions in the first two minutes of your presentation. Failure to develop a solid introduction is one of the biggest mistakes sales professionals make. Leverage those first two minutes to take command of your listeners. Engage them with a relevant story. Grab their attention

with an alarming insight. Or just make them smile with some

According to the Wall Street Journal, bad Power Point presentations cost businesses \$252 million every day.



simple humor. Worry less about educating (do you like to be educated?) and worry more about entertaining (everyone likes to be entertained).

I'm not suggesting you start your next presentation with a card trick (although that could be a great hook). But I am suggesting you take a hard look at how you get your audience to lean in for the first two minutes of your next

[cont'd on page 2]

# Follow up?

- ✓ Email
- ✓ Phone
- ✓ Face to face
- ✓ Certified mail
- ✓ Unusual item
- ✓ Post card
- ✓ Lumpy mail
- ✓ FedEx / UPS / courier
- ✓ Valuable insights
- ✓ Handwritten note

# Sales Tip

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Plan your work  
Work your plan!

2% of sales are made on the 1<sup>st</sup> attempt

3% of sales are made on the 2<sup>nd</sup> attempt

5% of sales are made on the 3<sup>rd</sup> attempt

10% of sales are made on the 4<sup>th</sup> attempt

**80%** of sales are made after the **5<sup>th</sup>** attempt

Attempt	When	Medium	Message
1	11/14	Email	Intro, value prop, appt
2	11/18	Package	Sales tips booklet
3	11/25	Phone	Interesting stat – let's talk
4	11/29	Note	News you can use
5	12/5	Postcard	Are your reps persistent?
6	12/12	Email	Should I stay or go?
7	12/18	Phone	Wishing you all the best

# Principle #3

Make fewer statements  
Ask more questions

# Obstacles?



Look uncertain

Not enough time

Asking isn't **selling**

**LACK OF TRAINING!**

# What Happens?

- ✓ Prospect doesn't engage
- ✓ Generic positioning
- ✓ Premature focus on the obvious!
- ✓ Missed opportunity =(

What are 3 great business development questions everyone in this room should be asking customers today?

# Great questions are...

- Open – not closed
- Unique & thought provoking
- Contextual – *“This is why I’m asking”*

# Exercise...

**#1.** Review everyone's questions

**#2.** Agree on group's 3 best questions

**#3.** Send to [tim@timwackel.com](mailto:tim@timwackel.com)

Ask smart question,  
they think you're smart.

Ask dumb questions...



“If I can save you  
some money would  
you be interested  
in moving forward?”

*“I sell \_\_\_\_\_ and there are lots of options out there. How in the world does someone in a position like yours choose?”*

*“There are always risks and uncertainties with changes like this... why not just leave things as they are?”*

*“Some clients have a tough time calculating a reasonable budget for a project like this.*

*Tell me a little bit about how you guys came up with your number.”*

*“At the end of the day, what’s going to be the biggest difference between the 1 firm that will win your business and the 3 others that don’t?”*

# Sales Tip

Be curious!

Tell me about your company

Describe your role here.

How is your group/department/company organized?

What are the biggest business challenges that you are facing?

What changes have occurred that are motivating you?

How are you currently handling these challenges?

How does this stack up against other challenges?

What do you like about what you are doing now?

What don't you like about what you are doing now?

What would you alter in your current process?

Where are you in solving these issues?

What do you hope to achieve by implementing a solution.

How are others in your industry solving these issues?

What happens if you do nothing?

Tell me about the results that you are expecting to achieve.

Tell me about other projects you've implemented.

Why did you contact us?

What part of these projects do you personally enjoy tackling?

What part of these projects do you dread?

What makes a product or vendor a good technical fit?

How do you plan on measuring these?

Tell me about how familiar you are with my company.

How do you think we can solve the problem?

What would prevent us from doing business together?

Describe what the 'perfect' solution looks like.

What role would we play in the decision making process?

Tell me about the criteria you will use in evaluation.

What are the critical factors that you are looking for?

What would it take for us to earn your business?

Describe some of your best existing vendor relationships.

What did the vendor do in order to make it a great relationship?

What types of factors would influence your purchasing decision?

What does the purchasing process look like?

Who else is involved in the decision?

Who has the most influence and why?

Describe where this falls on your priority list.

Tell me about the other stakeholders.

Who has the final authority to make this happen?

Whose priority is it to solve these issues?

Who benefits the most from a successful implementation?

What companies do you believe can deliver on this project?

Tell me about other ideas that you believe are viable solutions.

What are you hearing from other people in the industry?

Who do you perceive to be the market leader?

Have you had any experience with my organization?

Who appears to be the right fit knowing what you know today?

Walk me through the time frame for this project.

Describe the steps necessary to ensure a successful deployment.

# Sales Tip

Assumption is the  
mother of all mistakes!

# Barney?



# Meaning?

Priority

Discount

Solution

Value

Proposal

Presentation

Urgent

Critical

Budget

Approved

# Set the Right Tone

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“We do business with a lot of companies and we are proud of our work, but that doesn’t mean we are right for you...”

At the end of the day, I need to learn more about your exact situation before we can be sure this is a good fit...

Before I launch into how great our existing customers think we are, would it be OK if I asked you a few important questions?”

# Principle #4

Business gets better  
when you get better!

# 30/20/10 Rule



# Wrap up...

If you were serious about having  
the best career possible,  
what would you start doing  
differently tomorrow?



**Tim**Wackel!