

**The material contained in this program
and the copyrights indicated are the sole
property of:**

**The Wackel Group
3415 Westminster Avenue
Suite 207A
Dallas, Texas 75205**

**All rights of use and reproduction
reserved**



TimWackel!

\$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
Distribution International
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
Distribution International
sales reps?

Hard Work

Mastery!

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

Principle #1

2

Get a better
message

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

“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!”





Question

What do you guys at
Distribution International do?

- Prospecting emails
- LinkedIn profile
- VM scripts
- Marketing materials
- Telephone prospecting talking points
- Presentations
- Proposals
- And much much more!

Secret script?

Tested formula?

Why?

2

#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

Principle #2

3

Follow up or fail

When do you give up?



2% of sales are made on the **1st** attempt

3% of sales are made on the **2nd** attempt

5% of sales are made on the **3rd** attempt

10% of sales are made on the **4th** attempt

80% of sales are made after the **5th** attempt

46% of reps give up after 1st attempt

22% abort after 2nd unsuccessful attempt

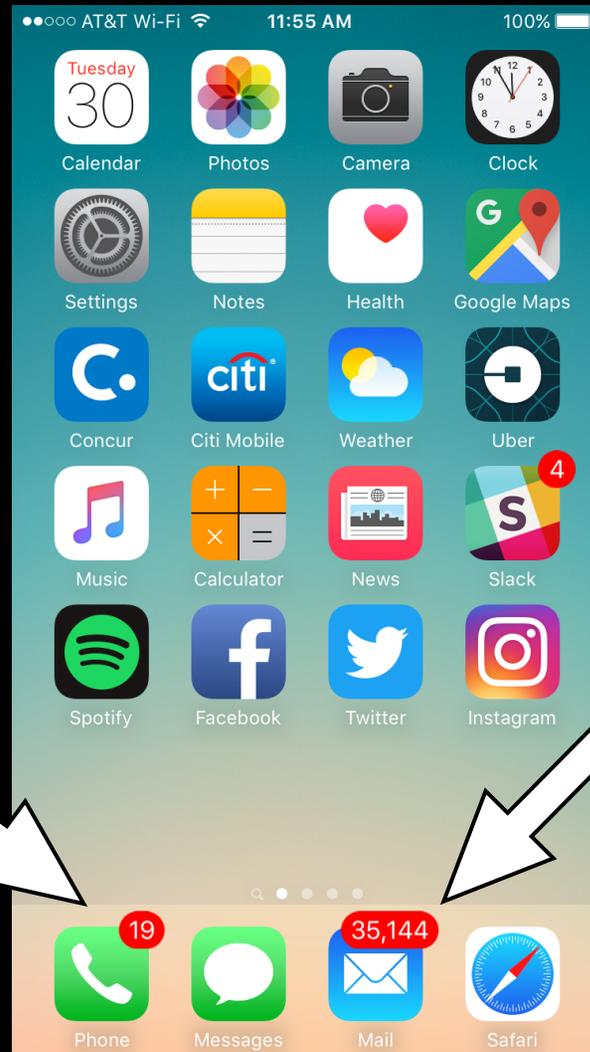
14% never get past the 3rd try

82%

Follow up

Message vs Medium

Your prospect?



Mediums

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

fiverr[®]

Find Services



[Join](#) [Sign In](#)

[Start Selling](#)

[Graphics & Design](#)

[Digital Marketing](#)

[Writing & Translation](#)

[Video & Animation](#)

[Music & Audio](#)

[Programming & Tech](#)

[Advertising](#)

[Business](#)

[Lifestyle](#)

[Gifts](#)

[Fun & Bizarre](#)

[Other](#)

What do you need done? Find it on Fiverr

Browse. Buy. Done.

What are you looking for?

[Find Services](#)



Voice Over

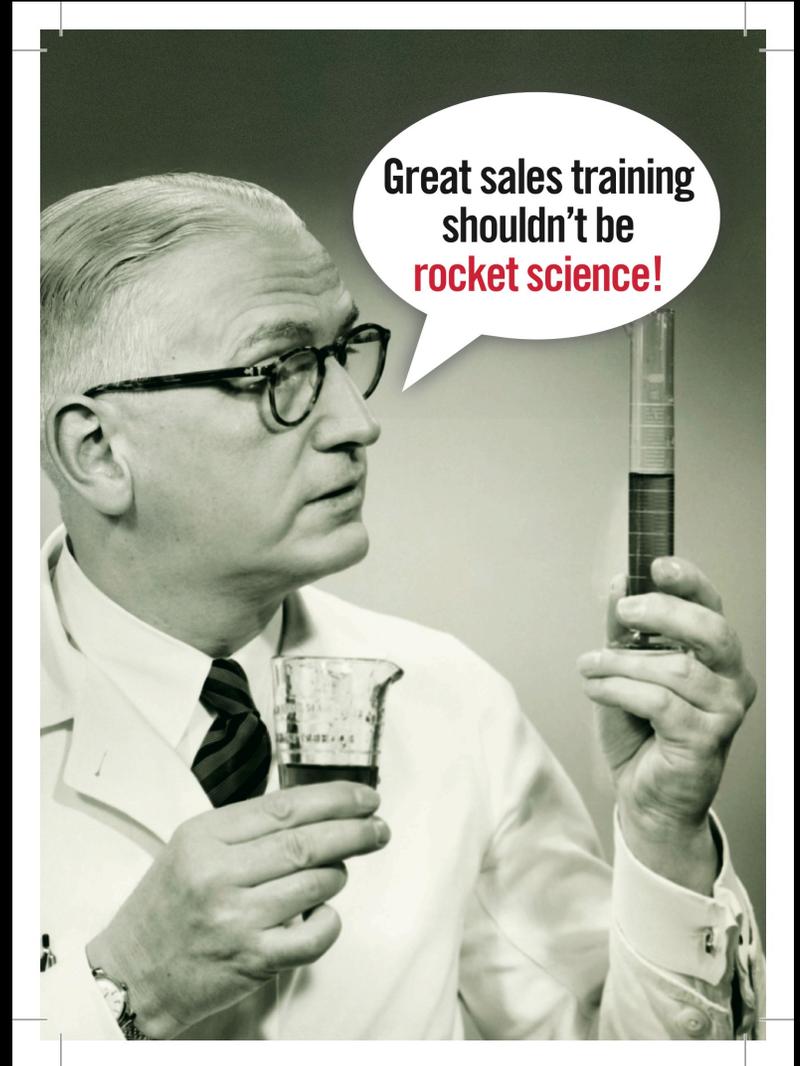
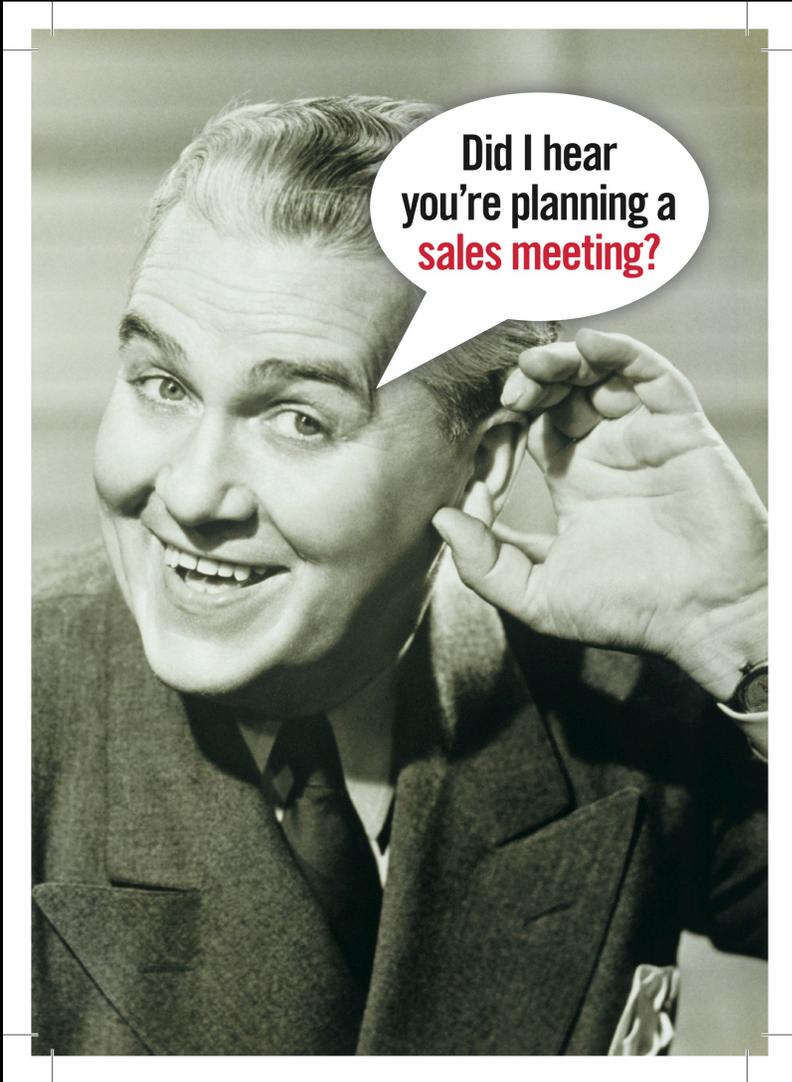
More than 5,000
services offered


TimWackel



Mediums

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





Dilbert.com DilbertCartoonist@gmail.com



6-25-10 © 2010 Scott Adams, Inc./Dist. by UFS, Inc.



Mediums

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

Mediums

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

Sales Tip

4

Plan your work
Work your plan!

2% of sales are made on the 1st attempt

3% of sales are made on the 2nd attempt

5% of sales are made on the 3rd attempt

10% of sales are made on the 4th attempt

80% of sales are made after the **5th** attempt

Attempt	When	Medium	Message
1	3/7	Email	Intro, value prop, appt
2	3/13	Package	Sales tips booklet
3	3/17	Phone	Interesting stat – let's talk
4	3/22	Note	News you can use
5	3/30	Postcard	You didn't get to...
6	4/7	Email	Should I stay or go?
7	4/13	Phone	Wishing you all the best

Principle #3

5

Kick your
hopeium habit!



Would you like
me to go ahead
and put together
a proposal?

Would you like me to go ahead and put together a proposal?

I sense that putting together a proposal is still premature. What are your thoughts?

Are we still on track to get the contract signed this month?

It looks like we're not going to get a contract this month. Can you help me understand what I should have done differently?

Is this a good time to talk?

Is this a bad time to talk?

Hopeium habit...

Look for positive responses

Are biased by what you “hope” to hear

Make it difficult to share bad news

Create more work for you!

I might be wrong, but I'm getting the feeling you have concerns or see obstacles about going forward. Tell me what you're thinking. I'd rather hear your concerns now than pretend they don't exist.

Behavioral Scientists Nicolas Gueguen and Alexandre Pascual studied how to overcome resistance. In the study researchers dressed as panhandlers and asked for money. When the “panhandlers” ended their request with “you’re free to accept or refuse”, resistance was reduced and donations increased by 400%.

Dear John,

I haven't heard anything back from you so I'm assuming your interest might be slipping. Wanted to demonstrate my persistence without becoming a pest!!!

Here is a quick re-cap of what I'm trying to connect with you...
(clear, concise, compelling value proposition goes here)

Please **just hit reply**, type one of the following three numbers into your response and push send. I'll take it from there.

#1. Thanks anyway Tim, but there isn't any interest in moving forward – **ever!**

#2. Glad you're touching base. **Please call me** to start discussing specifics

#3. Timing isn't right. **Check back with me in a few months.**

Exercise...

- Do you have a contact (opportunity) that appears to be vanishing?
- What are you willing to try that's different?
- You can't lose what you haven't won!

Principle #4

6

Life 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?



TimWackel!