



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
Crawford Technologies
sales reps?

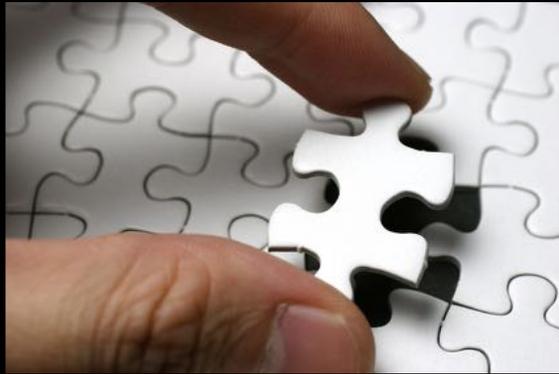
Sincere Persistent Value
Prepared Competent Consistent
Curious Trustworthy Empathetic
Hard working Creative
Enthusiastic Professional Credible
Reliable Fun! Approachable
Friendly Attentive Passion

What words describe
top performing
Crawford Technologies
sales reps?

Hard Work

Mastery!

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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Prescription before
diagnosis is malpractice

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

“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 wonderful our existing customers think we are and we may not even discuss what you’re really 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!”

Why?

- We understand our “stuff”
- Comfort zone, easy to do
- Countless hours of “sales” training
- Haven’t prepared for anything else

What Happens?

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

Principle #2

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Make fewer statements
Ask more questions

Sales Rep Job #1

Help customers completely
understand their problems

Obstacles?



Look uncertain

Not enough time

Asking isn't **selling**

Lack of preparation

What's one great sales question that everyone in this room should be asking today?

Great questions are...

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

Context

I noticed you haven't mentioned anything about _____

This seems to be a major concern for other clients. How much of an issue is this for you?

Context

Last week I read an interesting article in ABC Magazine and it made me wonder about how your organization is planning to deal with _____?

Great questions are...

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

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 rep that will win your business and the 3 others that don’t?”

Why ask questions?

People are far more likely to buy into ideas they discover for themselves, rather than the ones you tell them

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

Putting it all together

“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?”

Pop Quiz!

What's 1 idea you learned from this principle that you believe is worth trying?

Principle #3

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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

Mediums?

- ✓ Email
- ✓ Phone
- ✓ “Drop by”

Mediums



Mediums?

- ✓ Email
- ✓ Phone
- ✓ “Drop by”
- ✓ 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!

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Attempt	When	Medium	Message
1	10/18	Email	Intro, value prop, appt
2	10/23	Package	Sales tips booklet
3	10/30	Phone	Interesting stat – let's talk
4	11/2	Note	News you can use
5	11/8	Postcard	Are your reps persistent?
6	11/15	Email	Should I stay or go?
7	11/22	Phone	Wishing you all the best

Pop Quiz!

What's 1 idea you learned from this principle that you believe is worth trying?

Principle #4

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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?



TimWackel!