



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
Smart Source 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
Smart Source 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 marketing collateral and promotional 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!”



What words describe an effective sales message?

(aka elevator pitch, value proposition, sales narrative, 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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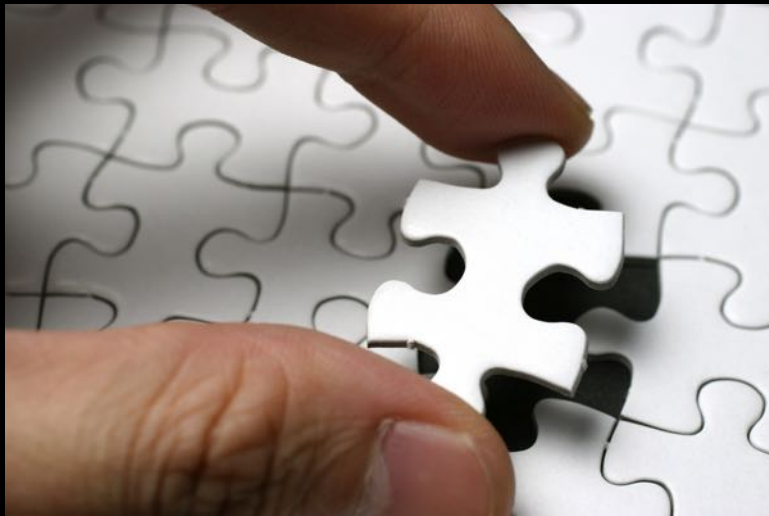
*Sales executives
Business owners
Training director*

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





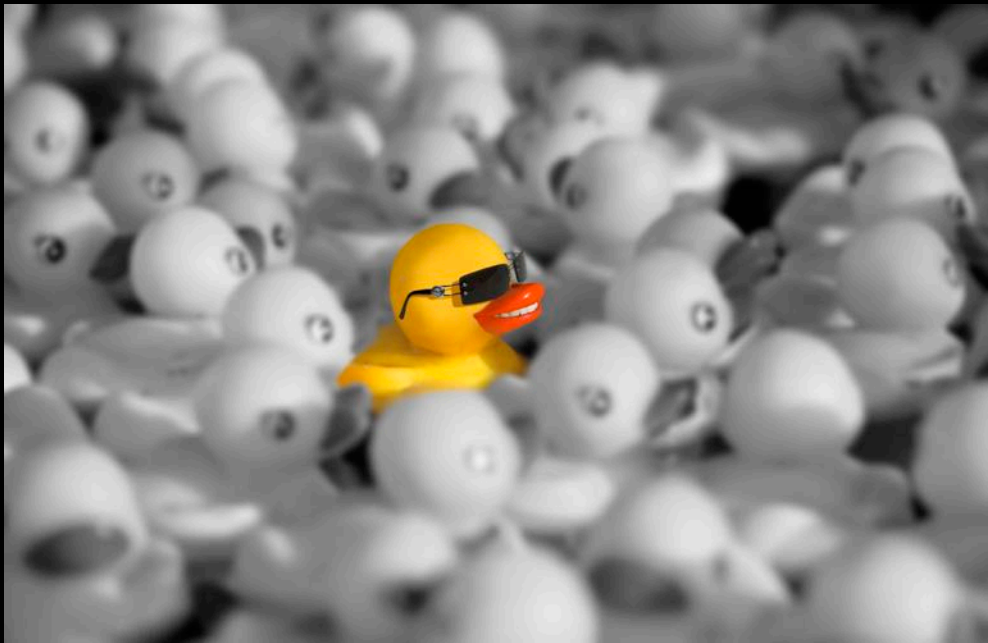
Benefits?

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

#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 **1st** attempt

3% of opportunities happen on **2nd** attempt

5% of opportunities happen on **3rd** attempt

10% of opportunities happen on **4th** attempt

80% of opportunities happen on **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?

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

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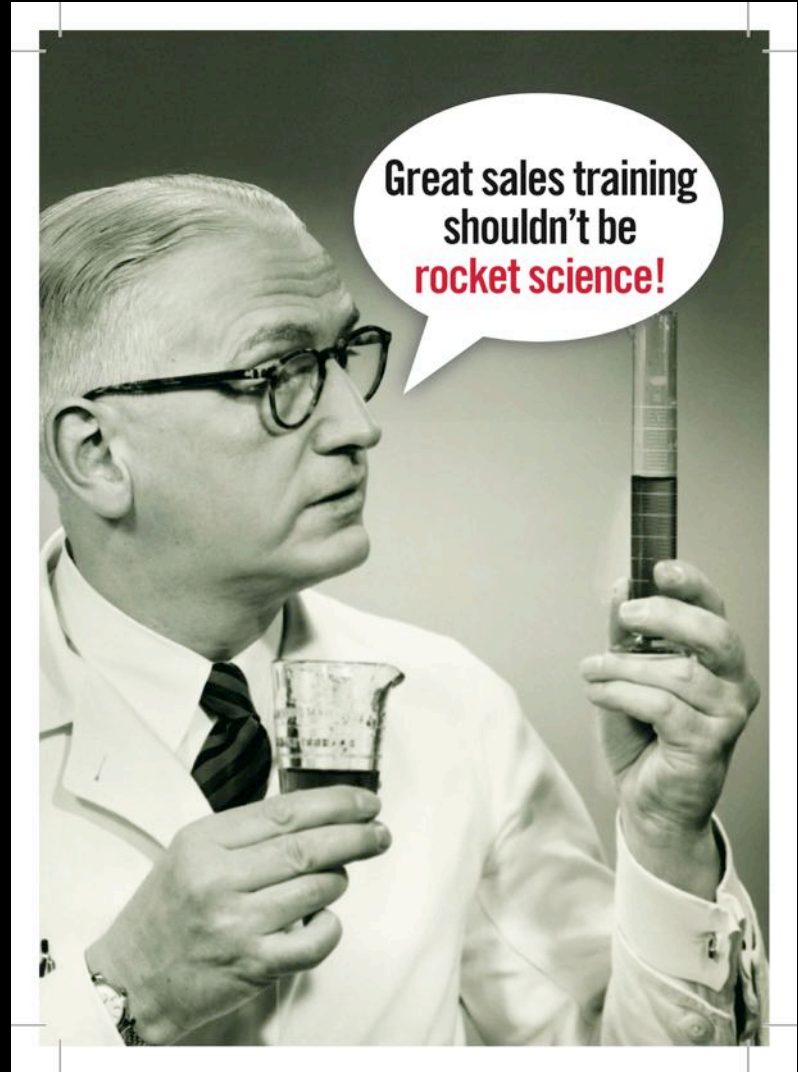
Voice Over

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

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 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	How	What
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

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

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!

Dear John,

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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 #5

If you want a great garden, you've got to plant a lot of seeds!

Do relationships play
an important role
in your success?

Why people buy...

6% Price

38% Better product/offering

56% Relationship

Everyone knows your name

Everyone returns your call

Everyone tells you the truth

Everyone will meet with you

Everyone wants your help

Everyone thinks YES!

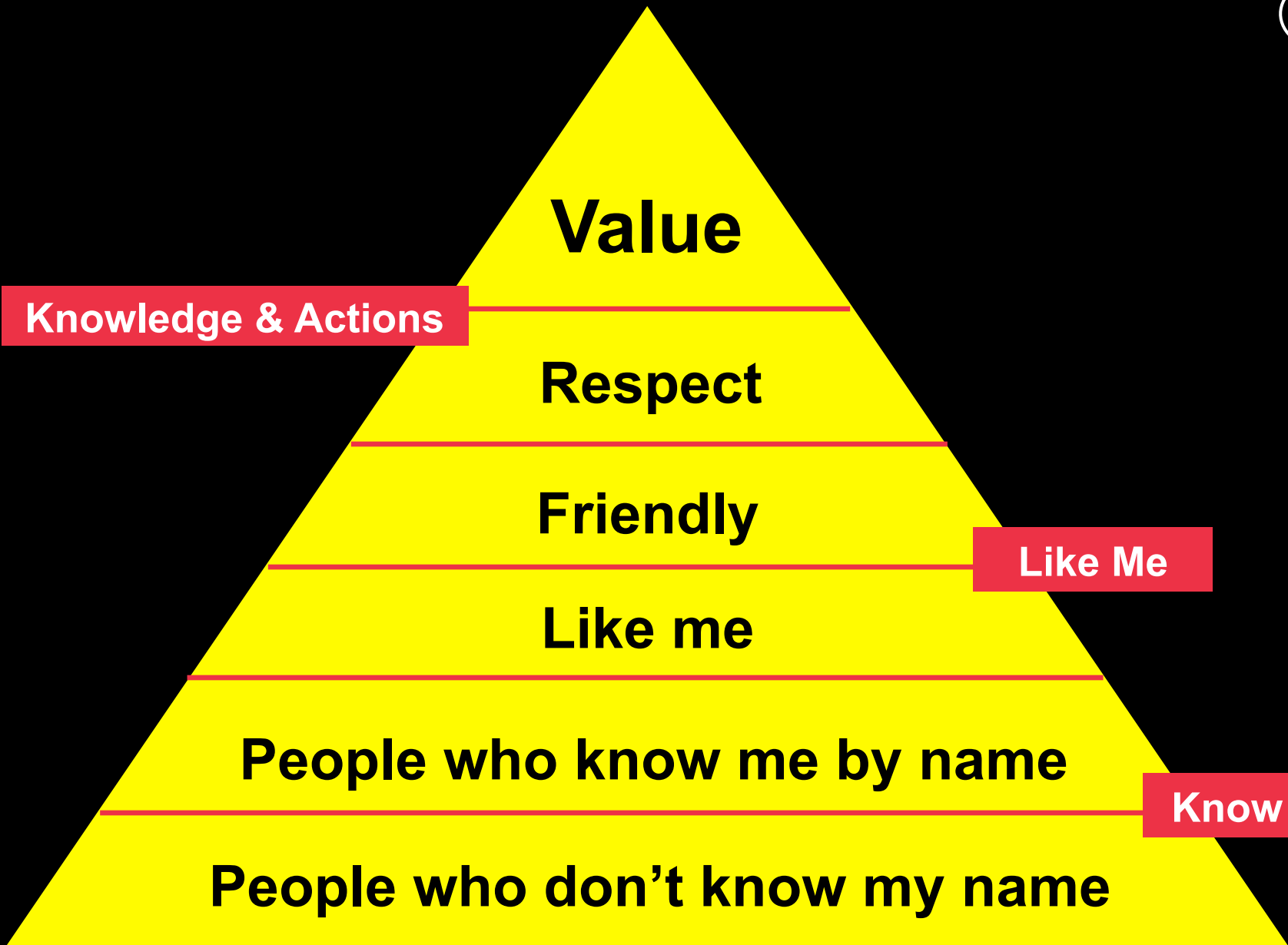
Themselves, spouse, kids, health
happiness, vacations, finances
economy, health insurance, taxes,
unpaid bills, gas prices, retirement
college education, reality TV, dinner plans,
allergies, bad weather, job promotion, Botox,
grocery shopping, dark roots, reality TV, home loans,
pest control, dinner plans, interest rates, spring break,
world peace, Wall Street, homeland security, premature balding,
Watergate tapes, Elvis sightings, UFOs, single bullet theory, toenail fungus, you

It is not what you know ...

It isn't about who you know

It is all about who knows YOU!

William
Dawes?



- This is not an exact science — isn't linear.
- Time moving up versus moving down?
- Doesn't apply to everyone, but applies to most

Discussion

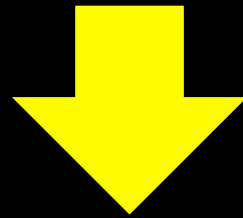
- Where are key people on your Pyramid?
- Where do you want them to be?

#1. What you think...[mindset]

About you

About them

#1. What you think...[mindset]



#2. What you learn...[sharing process]

“You can make more friends in two months by being interested in other people than you can in two years by trying to get people interested in you.”

Dale Carnegie

What do I really know?

Create 3 insightful questions that
you could ask to learn more
about others?

How did you decide to do
(whatever he/she does)
for a living?

What are some of the things
that have helped you get to
where you are today?

What do you like to do when
you're not working?

Are you originally from this area, or did your business bring you here?

If all work paid the same,
what would you do and why?

Where did you grow up
and what was it like
growing up there?

What would you really
want to do more of, but
don't have time for?

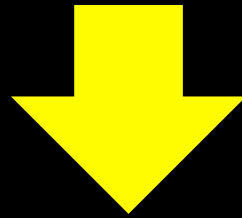
If you could have tickets to
any event, what would you
want to see?

1. Plan & prepare for conversations

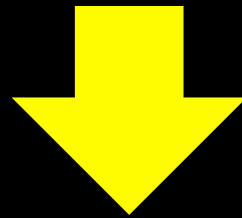
2. Find common ground & make connections

3. Do things that lets others know they are important

#1. What you think...[mindset]



#2. What you learn...[sharing process]



#3. What you do...[action]

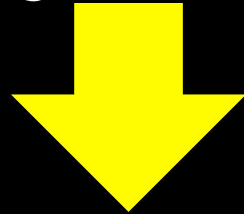
- Hometown
- Birthday
- Name of significant other
- Children
- College
- Clubs / civic organizations
- Role models
- Hot buttons
- Favorite sports team
- Favorite participant sport
- Car owned / liked most
- Type of pet
- Hobbies
- Favorite magazine
- Favorite movie
- Last / next vacation

Thoughtful

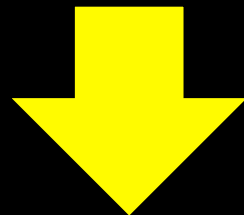
Unexpected

Inexpensive

What you think



What you learn



What you do

- Leave any part of the process out and relationships will not develop.
- Most interactions that are not what you want them to be can be traced to not following the process.

People desire to be important

People are not interested in you or me

People crave to be appreciated

People decide emotionally/defend logically

People want to be understood

People love to teach

Principle #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!