

TimWackel



Stop Pitching, Start Solving

Helping Clients Discover
What They Really Want

**Principle #1
Prescription
Before Diagnosis is
Malpractice!**

Why?

What are some reasons why inside reps fall into the trap of pitching ideas prematurely?

- We understand our “_____”.
- Comfort zone, easy to do.
- Countless hours of “sales” _____.
- Haven’t properly prepared for anything else!

Results

What are the probable outcomes?

- Client doesn’t engage.
- Generic positioning.
- Premature focus on the obvious.
- Missed Opportunities!

**The secret of your
future is hidden
in your daily routine.**

MIKE MURDOCK

Principle #2 Make Fewer Statements Ask More Questions

Questions are your tool for understanding customer problems. Questions help put you into the role of problem solver with your customers. While it is true that you must add value and offer solutions, your questions will make a difference in how on target your ideas are and in how receptive your customer is to these ideas. Suggesting a solution before understanding the real need is the biggest mistake most business professionals make.

Why don't reps like to ask questions?

- They don't want to appear uncertain or ignorant (need to know all the answers).
- There isn't enough time.
- Asking isn't _____.
- Lack of training.

What's one thought-provoking sales question every inside sales professional should be asking clients today?

**Mediocre people
have an answer for
everything and are
astonished at nothing.**

EUGENE DELACROIX

**Principle #3
Kick the
Hopeium Habit!**

**Don't ask questions that "hope"
for a positive response.**

Ask questions that "go for no!"

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

or

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

Are we still in good shape to get the agreement signed this month?

or

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

Is this a good time to talk?

or

Is this a bad time to talk?

**Do or do not.
There is no try.**

YODA

**Principle #4
Life Gets Better
When You Get Better!**

30/20/10 Rule

Thirty minutes of:

Twenty minutes of:

Ten minutes of:



Tim Wackel is one of today's most popular business speakers who has mastered the ability to make information entertaining, memorable and easy to understand. He combines more than 20 years of successful sales leadership with specific client research to deliver high-impact programs that go beyond today's best practices. Tim's keynotes and workshops are insightful, engaging and focused on providing real world success strategies that audiences can (and will!) implement right away.

His success as a sales speaker and trainer is built upon a lifetime of accomplishments and first-hand experiences that include:

- Being recognized as the number one producer in a 10,000 person sales organization
- Helping lead a Silicon Valley startup through a successful IPO
- Directing a 50 million dollar sales organization for a Fortune 500 Company

Today Tim is hired by clients who want their managers and salespeople to succeed in business and in life. His list of clients includes organizations like Allstate, Cisco, Hewlett Packard, Philips Medical Systems, Raytheon as well as many professional and trade associations. Tim's programs are valued by companies both large and small and his monthly e-newsletter *Speaking of Sales* is read by thousands of loyal clients around the world.

Tim is the founder and president of The Wackel Group, a training and consulting firm dedicated to helping organizations find, win and keep customers for life. He is an active member of the American Society for Training and Development and holds a professional membership in the National Speakers Association. He earned his Electrical Engineering degree from the University of Nebraska and currently lives in Dallas where he and his wife raised their two children and are now enjoying their empty nest.

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