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INTERNATIONAL

2017 National Sales Meeting
Delivering Excellence

Smart
Prospecting
Simplified

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MONTGOMERY, TEXAS

1. Evaluate yourself on today's concepts.

When you hear something that might improve your performance, don't say to yourself, "I knew that" but ask yourself, "How good am I at that?" Self-evaluation is the 1st step to improving your performance.

2. The objective is to make yourself better.

That is why you came in the first place. Find the golden ideas and convert them to your world. Leave with new things that will help you... don't leave with the same information you came in with. Search for 3 things you can start doing differently tomorrow.

3. Take this information and adapt it to your situation.

Think "how" can I make this work in our environment with my team and clients. Try to adapt these principles as soon as you hear them.

4. Don't do it like Tim does it. Do it like you do it.

Adapt Tim's concepts and words to fit your own personality and style.

5. All ideas won't work all the time.

So what... very few things in life work ALL the time. Decide what WILL work and concentrate on those ideas.

6. Take great notes.

All your ideas from today's program can fall victim to the everyday work that awaits you after the event. Too many times great information goes uncultivated before it has a chance to be implemented. Capture your ideas completely and then share them with a colleague who didn't attend this session. This increases your success of doing things you might put off for months... maybe forever.

7. Ask anything any time. Challenge anything any time.

If you don't understand, ask why. Write down questions as they occur to you and ask them at the first appropriate moment.

**Unless you change
how you are,
you'll always have
what you've got.**

JIM ROHN

Principle #1 Get A Better Message

Why?

Obligation

Curious

Great Example

Tim, my name is Mike. We've never spoken before, but I just recently visited your website—by the way, 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 two ideas we've used with other sales trainers to grow their opt-ins by over 20 percent. I can't help but believe that we might be able to help you.

**Simplicity is
the ultimate
sophistication.**

LEONARDO DA VINCI

Principle #2 Follow Up or Fail

___% of all new business sales are made on the **1st contact**

___% of new business sales are made on the **2nd contact**

___% of new business sales are made on the **3rd contact**

___% of new business sales are made on the **4th contact**

___% of new business sales are made on or after the **5th contact**

What are some creative methods for follow up?

1.

6.

2.

7.

3.

8.

4.

9.

5.

10.

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

MIKE MURDOCK

Principle #2
Follow Up
or Fail

Attempt	When	How	What

**Difficulty is
the excuse
history never
accepts.**

EDWARD R. MURROW

**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 quote?

or

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

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

or

It looks like we're not going to get a signed PO 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
Business 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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