

**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**

I hope you found value in these ideas. Keep me posted on how/if I can help you and your team achieve more sales success.

You can always reach me at...

214-369-7722

tim@timwackel.com

www.timwackel.com





TimWackel!

\$6,000,000,000

99% don't set good objectives

2

95% talk too much

86% ask ineffective questions

82% don't differentiate

62% don't earn the business

What words describe
top performing
sales reps?

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

What words describe
top performing
sales reps?

Hard Work

Mastery!

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

Principle #1

3

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 clients 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 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?

3

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

Principle #2

4

Make fewer statements
Ask more questions

Sales Rep Job #1

Help customers completely
understand their problems

Fun Fact

More sales are lost by asking stupid questions than by too high of a price

Obstacles?

4



Look uncertain

Not enough time

Asking isn't **selling**

Lack of expertise!

What's 1 thought-provoking sales question every rep in your firm should be asking customers today?

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 firm 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

Set the Right Tone

“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 #3

5

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

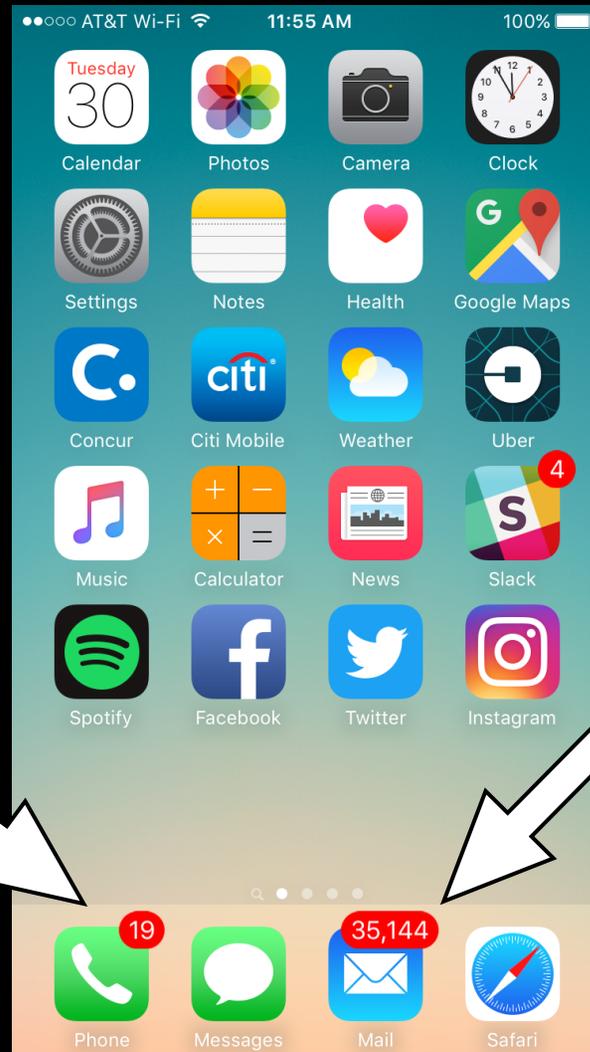
14% never get past the 3rd try

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

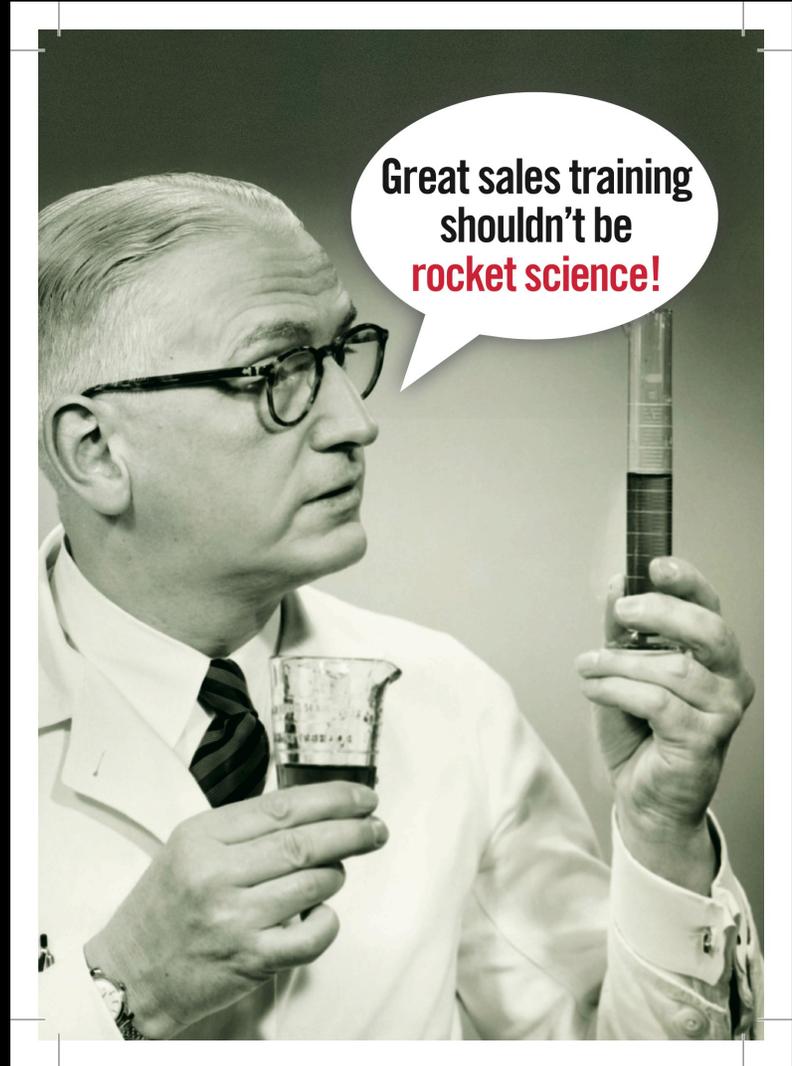
More than 5,000
services offered


TimWackel



Mediums

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



Mediums

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



BOARD ROOM OR BORED ROOM? THREE RULES TO COMMAND ATTENTION AND CHANGE MINDS

Imagine you've been working on a significant opportunity for several months. You've invested long hours with all of the key players and it's almost time to go to contract. The final step is a simple "show-n-tell" presentation that you need to deliver to the executive committee. All you need is their nod and you're off to the bank to deposit the commission check.

The day of the big pitch arrives and you're feeling good. You walk confidently into the board room, connect your laptop and launch the presentation. Suddenly all eyes are on you and without warning you find yourself stumbling through a lame introduction that goes something like: "Hi, my name is Bob and I work for XYZ Company. Thanks for taking some time to be here today."

You race through the deck until you get to the meat of the presentation (easily identified by the slides that have lots of words typed in small fonts). Finally you begin to feel strangely comfortable as you start reading these

complex screen shots to the decision makers.

And then, without warning you find yourself staring at a blank slide. There is nothing left in the deck so you immediately ask for questions and of course there aren't any. You awkwardly thank everyone for their time and head back to the office. Now you're left with no clue if you'll win this opportunity but you're certain that you won't get a second chance.

Sound powerful? Probably not, but I'll bet it sounds familiar.

So what does it take to keep the Board Room from becoming a Bored Room? Here are three quick tips to get you back on track now.

#1. Get a hook!

Most audiences rush to conclusions in the first two minutes of your presentation. Failure to develop a solid introduction is one of the biggest mistakes sales professionals make. Leverage those first two minutes to take command of your listeners. Engage them with a relevant story. Grab their attention

with an alarming insight. Or just make them smile with some

According to the Wall Street Journal, bad Power Point presentations cost businesses \$252 million every day.



simple humor. Worry less about educating (do you like to be educated?) and worry more about entertaining (everyone likes to be entertained).

I'm not suggesting you start your next presentation with a card trick (although that could be a great hook). But I am suggesting you take a hard look at how you get your audience to lean in for the first two minutes of your next

[cont'd on page 2]

Mediums

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

Sales Tip

6

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	Are your reps this persistent
6	4/7	Email	Should I stay or go?
7	4/13	Phone	Wishing you all the best

Principle #4

7

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 #5

8

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!