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**Tim**Wackel!

**\$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  
USA SHADE reps?

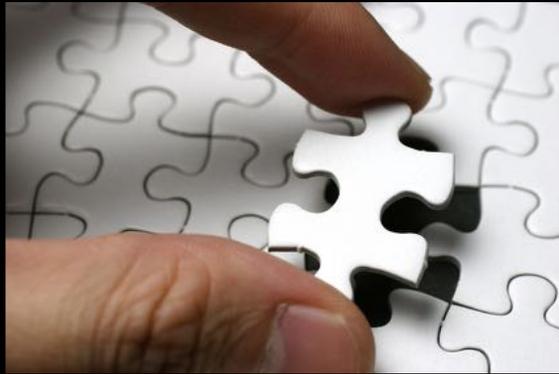
Sincere Persistent Value  
Prepared Competent Consistent  
Curious Trustworthy Empathetic  
Hard working Creative  
Enthusiastic Professional Credible  
Reliable Fun! Approachable  
Friendly Attentive Passion

What words describe  
top performing  
USA SHADE reps?

# Hard Work

# Mastery!

# **D**esire



# **D**esign

# **D**iscipline



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

# Principle #1

3

You had me  
at hello

“I’d like some time on your calendar to talk about myself, my company and all of our wonderful shade structures.”

“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!”

- Emails
- LinkedIn profile
- VM scripts
- Marketing materials
- Telephone prospecting talking points
- Presentations
- Proposals
- And much much more!





# Question

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What do you guys do  
at USA Shade &  
Fabric Structure?

- #1. Practice stadium pitch
- #2. Liked best? Next time?  
*(be honest, not brutal)*
- #3. Switch & repeat



# Results?

How would you describe that exercise?

What did you observe in your group?

Do you think you can improve?

How would that be valuable to you?

# Where's the focus?



You and your company?



How you help?

# 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?

# Pre-work assignment

Interview 3 of  
your best customers

# Target market?

5



*Sales executives*  
*Business owners*  
*Training director*

# Results?



*Grow existing business by 15%*  
*Re-engage 'cold' accounts*  
*Increase new business by 20%*

# Challenges?

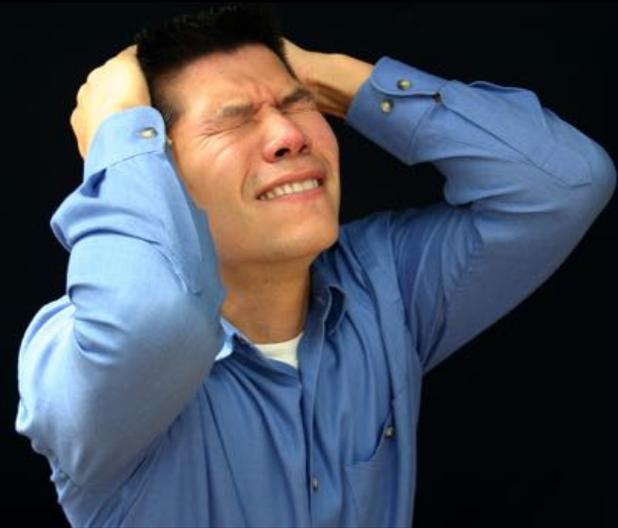


*Soft economy*  
*Distractions*  
*Can't get mindshare*



# Emotions?

*Concerned*  
*Frustrated*  
*Pressured*





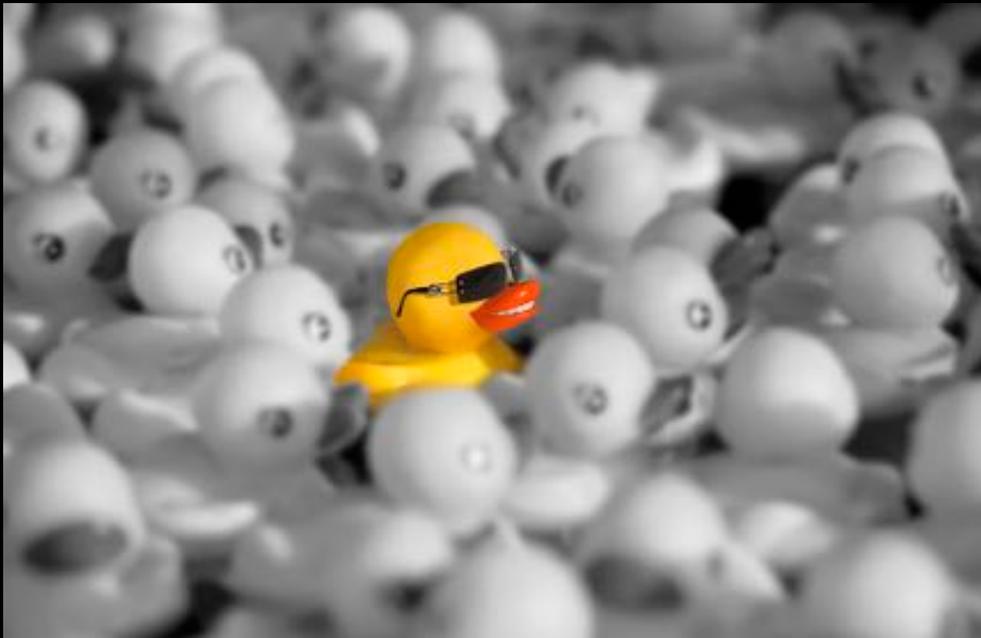
# Benefits?

*Find new customers*

*Grow revenues*

*Can't lose ROI*

# Compelling differentiators?



*Customized  
Sales expert  
It just works!*

I specialize in helping *sales executives* who are *concerned* with *the slowing economy* and want a proven partner that will *help their organizations win more business.*

*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 *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.

# Exercise...

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Create a new stadium pitch  
using the template on page 8

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.

**#1.** Practice revised stadium pitch

**#2.** Liked best? Next time?  
*(be honest, not brutal)*

**#3.** Switch & repeat

# Conclusions

Did the stadium pitch improve?

What made it better?

What's 1 key take-away from that exercise?

I specialize in helping sales executives who are concerned about the slowing economy and want a proven partner 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.

# Lap top open

**#1.** Working as a team, create your best (and final) version of the USA SHADE stadium pitch

**#2.** Email that final version to [tim@timwackel.com](mailto:tim@timwackel.com) - "Stadium Pitch"

*(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 sales are made on the **1<sup>st</sup>** attempt

**3%** of sales are made on the **2<sup>nd</sup>** attempt

**5%** of sales are made on the **3<sup>rd</sup>** attempt

**10%** of sales are made on the **4<sup>th</sup>** attempt

**80%** of sales are made after the **5<sup>th</sup>** attempt

**46%** of reps give up after 1<sup>st</sup> attempt

**22%** abort after 2<sup>nd</sup> unsuccessful attempt

**14%** never get past the 3<sup>rd</sup> try

---

**82%**

# Follow up

## Message vs Medium

# Mediums



# Mediums?

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

fiverr<sup>®</sup>

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



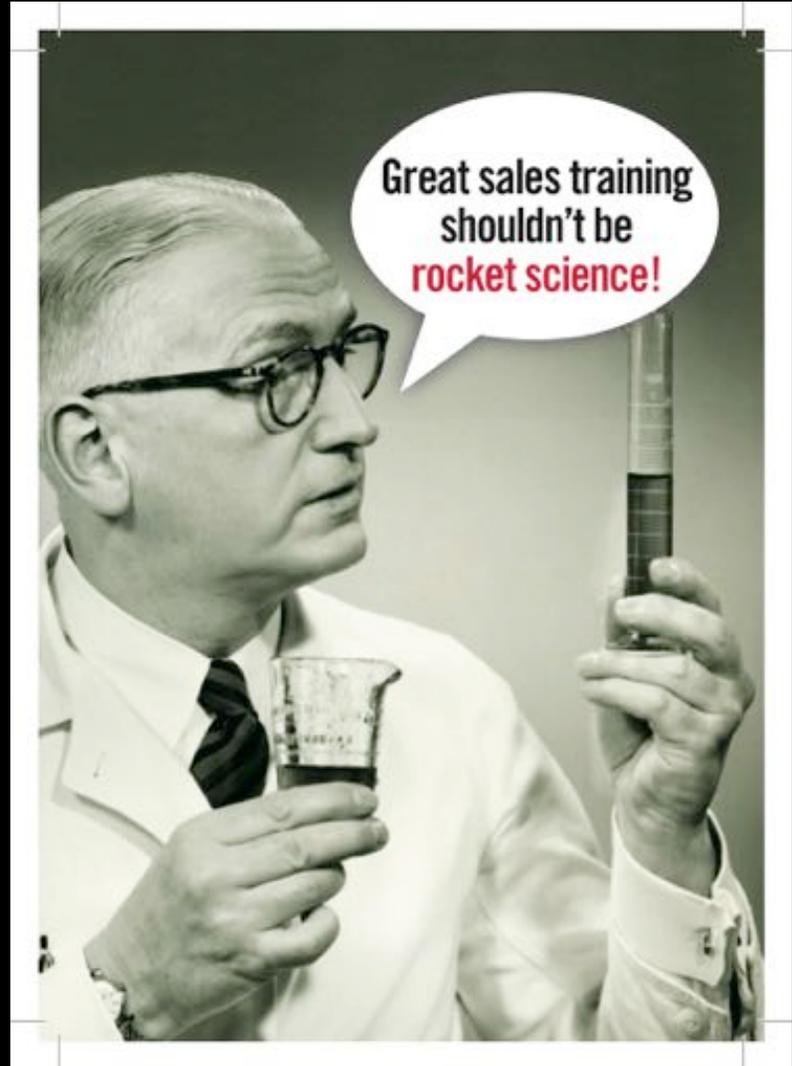
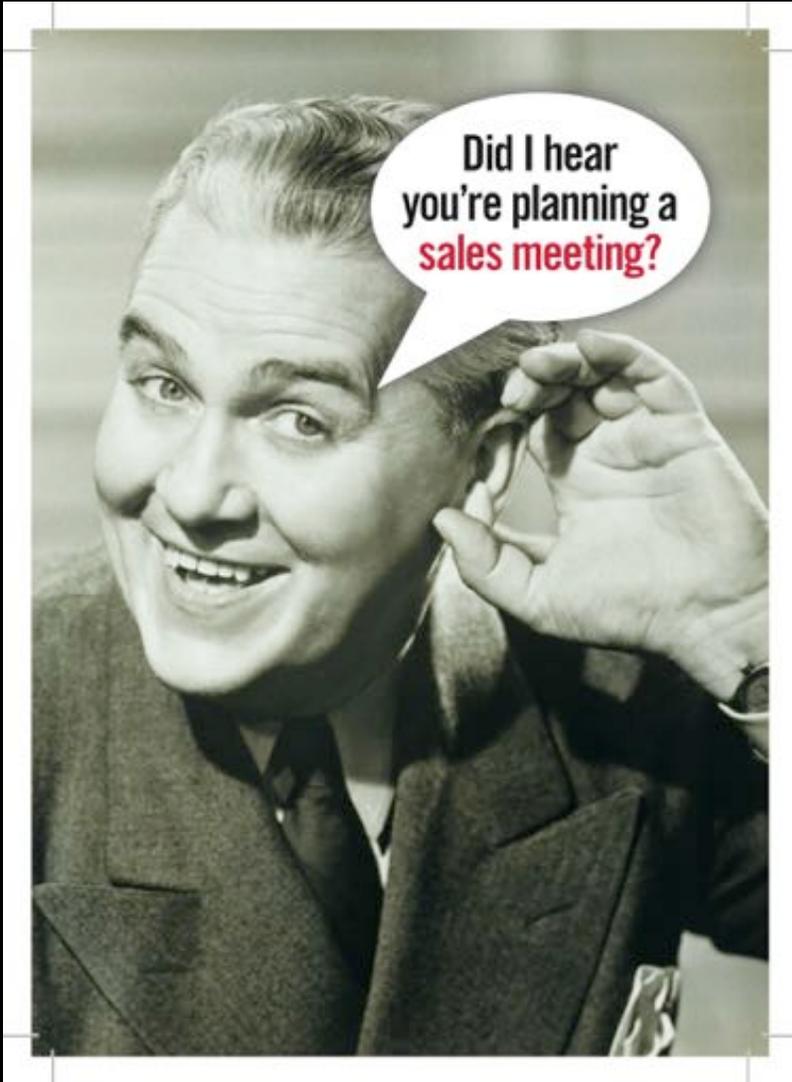
Voice Over  
More than 5,000  
services offered

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

# Mediums?

- ✓ 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 1<sup>st</sup> attempt

3% of sales are made on the 2<sup>nd</sup> attempt

5% of sales are made on the 3<sup>rd</sup> attempt

10% of sales are made on the 4<sup>th</sup> attempt

**80%** of sales are made after the **5<sup>th</sup>** attempt

Attempt	When	Medium	Message
1	4/3	Email	Intro, value prop, appt
2	4/6	Package	Sales tips booklet
3	4/12	Phone	Interesting stat – let's talk
4	4/18	Note	News you can use
5	4/24	Postcard	Are your reps persistent?
6	5/1	Email	Should I stay or go?
7	5/7	Phone	Wishing you all the best

<b>Attempt</b>	<b>When</b>	<b>Medium</b>	<b>Message</b>

# Exercise...

**#1.** Design a simple and effective follow up process that you're committed to trying for next 30 days

**#2.** As a group, review each other's plans (with permission to "steal" good ideas)

# Conclusions

What's 1 idea you learned from this principle?

How might this impact your success?

Any obstacles to implementing this idea?

# Principle #3

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 asking for too high of a price*

# Obstacles?



Look uncertain

Not enough time

Asking isn't **selling**

Lack of expertise

# What Happens?

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

What are 3 great sales questions everyone in this room should be asking today?

# Great questions are...

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

# Pre-work assignment

What are your 5 best sales questions?

# Lap top open

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**#1.** Review everyone's questions

**#2.** Agree on group's 3 best questions

**#3.** Email to [tim@timwackel.com](mailto:tim@timwackel.com)

# 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

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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?”

# Conclusions

What's 1 idea you learned from this principle?

How might this impact your success?

Any obstacles to implementing this idea?

# Principle #4

Open questions  
close more business

# Closed Questions...

- Require short responses
- Clarify only one fact or point of view
- Tend to lead the witness
- You to carry the burden of the dialogue

# Open Questions...

- Require an explanation
- Get the customer to start talking
- Creates an environment of interaction
- Leverage meaningful dialogue

## Role #1

- Ask **only** open ended questions
- Learn about hobbies, family, interests

## Role #2

- Answer questions but don't ramble

## Role #3

- Identify all closed ended questions

**Begin exercise & switch roles only when instructed!**

What questions are easier to ask?

Which leverage better dialogue?



The more they talk...  
the better they like us!

# Principle #5

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 PO signed this month?

*It looks like we're not going to get a PO 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?*

*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%.*

# Phrase that pays

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.

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!

# Pre-work assignment

Contact/opportunity  
that has gone silent

# Lap top open

1. Create your “Dear John” email
2. Decide on SUBJECT LINE

# Subject lines

- Am I persistent or a pest?
- Are you telling me “no” or “not now”?
- Please pick a number
- I’ll go away if you just tell me to
- Do you want me to keep following up?
- Should I assume no news is bad news?

# Lap top open

1. Create your “Dear John” email
2. Decide on SUBJECT LINE
3. Review in groups
4. Revise (if needed)
5. Press **SEND** now!

# Conclusions

What's 1 idea you learned from this principle?

How might this impact your success?

Any obstacles to implementing this idea?

# Principle #6

Proper preparation  
prevents poor  
performance

# Discussion...

1. How do you plan and prepare for a typical sales call?
2. Think about a recent successful sales call. What made it successful?

# Exercise...

Working as a team, map out  
a simple flow diagram of a  
successful sales call

(i.e. what happens first,  
and then after that,  
and then after that...)

**Q:** Why is it important to plan your sales call?

**A:** If you don't get it right the first time, you won't get invited back a second time!

The rep pitches too soon and that means...

Customer doesn't get to completely articulate their problem and that means...

Neither party understands problem or real cost of problem and the deal either dies or becomes driven by cost

# Planning a call...

Research your customer



# Where's your focus?

5



You and your ideas???



The target???

- Who will attend?
- What are their concerns?
- Why will they attend?
- How much time will they give you?
- Relevant industry insights, experiences, clients?
- What do they want (not need!) to learn from you?
- What objections are they likely to raise?



# Planning a call...

Research your audience

Define a call objective



# What do you want?



# What do you want?

- Order
- Introduction
- Establish rapport
- Support
- Recommendation
- Decision
- Next meeting

# What do you want?



# What is in it for the customer?

# What's in it for them?

- Save money
- Drive sales
- Increase market
- Improve customer satisfaction
- Drive new business
- Take market share
- Reduce damages

# Thesis

a proposition stated or put forward for consideration, especially one to be discussed and proved or to be maintained against objections:

# Exercise

What is your  
call objective?

# Planning a call...

Research your audience

Define the call objective

Plan your questions



# Customers want...

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

# 4 Primary Objectives

23

To establish yourself as a credible professional by being prepared in the questions that you ask

# 4 Primary Objectives

23

To understand the prospect's current situation, which includes an effort to validate what you've researched, or the assumptions you've made coming into this meeting

# 4 Primary Objectives

23

To uncover a broader and deeper range of information, from strategic objectives to immediate business needs

# 4 Primary Objectives

23

To seed new ideas that will inform, influence, or possibly even disrupt the prospect's current thinking

# Planning a call...

Research your audience

Define the call objective

Develop your questions

Create an agenda



# Why?

#1. Communicates that you're not a amateur, you've done this before and you respect the time you've been given

#2. Reinforces that the meeting isn't about you... it's about the customer and what you can do for THEM

#3. Very few other sales sales people will take the time to do!

# Why?

Without a clearly defined agenda, most sales calls drift into unchartered waters that make reps uncomfortable. And when reps are uncomfortable they have a strong tendency to talk too much!

# Call agenda

24

1. Get agreement on goal of our call
  - ask for feedback / get buy-in

# Phrase that pays

24

*“I want to make sure that this a good use of your time – is there anything else you want to accomplish today?”*

# Call agenda

24

1. Get agreement on goal of our call
2. Share relevant insights

Do you educate prospects with new ideas and insightful perspectives?  
Or do you show-up-and-throw-up hoping they'll express interest in your product or service?

# Call agenda

24

## 2. Share relevant insights

- not a pitch!
- customer focused!!!
- you've done your homework
- ask for agreement!

# Phrase that pays

24

*“Is the information I’ve shared so far accurate and considered important?”*

# Phrase that pays

24

*“What, if anything has changed since our last conversation?”*

# Call agenda

24

1. Get agreement on goal of our call
2. Share relevant insights
3. Learn more about what's important

# Call agenda

24

3. Learn more about what's important
  - thought provoking
  - not mind numbing!!!
  - share questions in advance?

# Phrase that pays

24

*“If we could make major progress against everything on this list, how interested would you be in continuing our conversations?”*

# Call agenda

25

1. Get agreement on goal of our call
2. Share relevant insights
3. Learn more about what's important
4. Explore ideas on how we can help

# Call agenda

25

4. Explore ideas on how you can help
  - describe the issue
  - express why it's important
  - how we've helped other clients

# Phrase that pays

25

*“How would you see this happening  
in your world?”*

# Call agenda

25

1. Get agreement on goal of our call
2. Share relevant insights
3. Learn more about what's important
4. Explore ideas on how we can help
5. Agree on next steps

# Call agenda

25

5. Agree on next steps
  - what happens next?
  - when does it need to happen?
  - who has responsibility?

# Phrase that pays

25

*“What, if anything would prevent you from taking these next steps?”*

**Q:** Why do many reps fail to get the order?

**A:** They don't ask

**Q:** Why don't reps ask?

**A:** They're not convinced they've done the right things to get the order (no one likes rejection so why go there?)

# Call agenda

1. Get agreement on goal of our call
2. Share relevant insights
3. Learn more about what's important
4. Explore ideas on how we can help
5. Agree on next steps

# Planning a call...

Research your audience

Define the call objective

Develop your questions

Create an agenda

Conduct the meeting



# Conduct the meeting

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1. Ditch the pitch and follow your agenda
2. Demonstrate that you've mastered the ability to listen

# Listening...

- Goal is to understand, not respond
- Don't interrupt
- Take notes/give verbal encouragement
- Encourage elaboration (tell me more)
- Ask questions to clarify
- Paraphrase and confirm

# Conduct the meeting

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3. It's not about you, it's about them.  
The less you worry about the sale,  
the more you will sell!
4. Get closure and commitment

# Planning a call...



Research your audience

Define the call objective

Develop your questions

Create an agenda

Conduct the meeting

Publish a summary

It was great meeting you and your team today. I really enjoyed learning more about (company), your current \_\_\_\_\_, and some of your goals for this year. I've worked with quite a few companies that have struggled with \_\_\_\_\_, so I know how difficult this can be.

I want to recap a few important points from our meeting today and clarify next steps. Let me know if I've missed the mark on any of these insights.

Insight #1

Insight #2

Insight #3

Next steps:

As you requested, my team will be working on \_\_\_\_\_ and \_\_\_\_\_. You should expect to have that information before DATE.

We're also looking forward to getting more details on \_\_\_\_\_ and \_\_\_\_\_ from your team. We're expecting to see that data before DATE.

Looking forward to our next conversation on DATE at TIME. I'll be sending you a meeting request via email in the next 24 hours, and then will follow up with a meeting agenda once everyone has confirmed their attendance.

# Conclusions

What's 1 idea you learned from this principle?

How might this impact your success?

Any obstacles to implementing this idea?

# Final thoughts...

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?



**Tim**Wackel!

Questions or concerns?

214-369-7722

tim@timwackel.com