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**Tim**Wackel!

86%

Do you have a budget?

Who is involved in the  
decision making process?

How soon are you looking  
to make a change?

What keeps you  
up at night?

# Principle #1



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?

1

- We understand our “stuff”
- Comfort zone, easy to do
- Countless hours of “sales” training
- Haven’t prepared for anything else

# What Happens?

1

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

## Call Summary with Frederic [REDACTED]

**02/06/2017 07:57PM**

February 6, 7:57PM - 8:40PM WET

 43 minutes

How was the call quality? Rate it here

### Participants

In order of appearance



**Tim**

 7:57PM - 8:40PM  214-369-7722  8 min



**Frederic** [REDACTED]

 8:00PM - 8:40PM  36 min

# Principle #2

2

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?

2



Look uncertain

Not enough time

Asking isn't **selling**

**LACK OF TRAINING!**

What's 1 thought-provoking sales question every inside sales professional should be asking clients 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

3

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 agreement signed this month?

*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?

*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.

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 #4

4

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?

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**





**Tim**Wackel!