



**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  
Ambu sales 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  
Ambu sales 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 neurodiagnostic supplies.”

“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!”

- Prospecting emails
- LinkedIn profile
- VM messages / scripts
- Marketing materials
- Telephone prospecting talking points
- Presentations
- Proposals
- And much much more!





# Question

3

What exactly do you  
guys at Ambu do?

- #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?

# Where's the focus?



You and your company?



How you help?

# Results?

How would you describe that exercise?

What did you observe in your group?

Do you think your stadium pitch can improve?

# Why?

4

## #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?

# Target market?

5



*Sales executives  
Business owners  
Training director*

# Results?



*Grow existing business by 15%*  
*Re-engage 25 % of 'cold' accounts*  
*Increase new business by 20%*

# Challenges?



*Soft economy*

*Distractions*

*Uncertainty in market*



# Emotions?

*Concerned*  
*Frustrated*  
*Pressured*





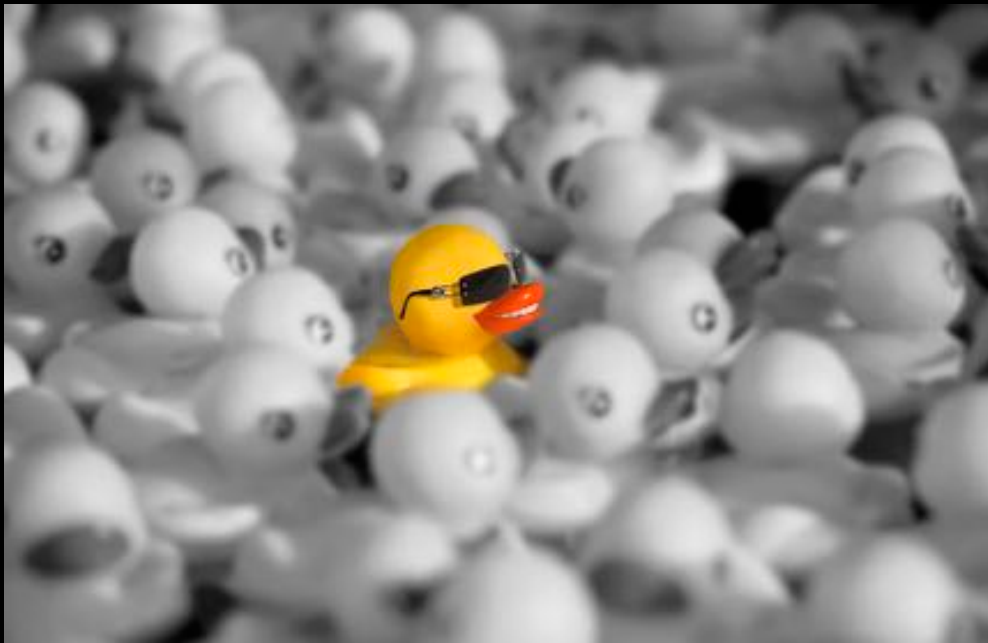
# Benefits?

*Find new customers*

*Grow revenues*

*Can't lose ROI*

# Compelling differentiators?



*Customized  
Sales expert  
It just works!*

I specialize in helping *(target market)*  
who are *(emotions)* with *(challenges)*  
and want a proven partner that will help them  
achieve *(results)*.

I specialize in helping *sales executives*  
who are *(emotions)* with *(challenges)*  
and want a proven partner that will help them  
achieve *(results)*.

I specialize in helping *sales executives*  
who are *concerned* with *(challenges)*  
and want a proven partner that will help them  
achieve *(results)*.

I specialize in helping *sales executives*  
who are *concerned* with *the slowing economy*  
and want a proven partner that will help them  
achieve *(results)*.

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.*

*(Target / target companies)* have already discovered that our *(differentiators)* are a driving force for *(benefits)*.

*Sales teams from Philips Healthcare, Cisco and PricewaterhouseCoopers* have already discovered that our *(differentiators)* are a driving force for *(benefits)*.

*Sales teams from Philips Healthcare, Cisco and PricewaterhouseCoopers* have already discovered that our *customized sales training programs* are a driving force for *(benefits)*.

*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 *(offering)* 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.

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...

8

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 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.

#1. Practice revised stadium pitch

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

#3. Switch & repeat

# Conclusions

Did your stadium pitch improve?

What made it better?

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

# Final exercise

- #1.** Working as a team, create your best (and final) version of the Ambu stadium pitch
- #2.** Capture final revision on paper

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.

I am the Tennessee representative for ZirMed and a corporate member of the Tennessee Chiropractic Association. I will be attending the March 13<sup>th</sup> - 14<sup>th</sup> Spring Conference in Pigeon Forge. I hope you have an opportunity to attend, but if not, I wanted to make sure that I provide you with some information regarding ZirMed.

I work with many chiropractors in Tennessee and have helped them improve their accounts receivables by as much as 35%. We are the leading clearinghouse in the country with regards to getting claims paid faster. This information is documented by KLAS, an independent research organization that gathers information from providers such as yourself.

I realize that you get numerous calls from individuals trying to sell you their services. I assure you that a future conversation with me will not be a waste of your time. I can help you get you paid faster and help increase your payments from the insurance companies. Please take a look at your calendar and contact me to discuss.



I am the Tennessee representative for **ZirMed** and a corporate member of the Tennessee Chiropractic Association. I will be attending the March 13<sup>th</sup> -14<sup>th</sup> Spring Conference in Pigeon Forge. I hope you have an opportunity to attend, but if not, I wanted to make sure that I provide you with some information regarding **ZirMed**.

I work with many chiropractors in Tennessee and have helped them improve their accounts receivables by as much as 35%. We are the **leading clearinghouse** in the country with regards to getting claims paid faster. This information is documented by KLAS, an independent research organization that gathers information from providers such as yourself.

I realize that you get numerous calls from individuals trying to sell you their services. I **assure** you that a future conversation with me will not be a waste of your time. **I can help you** get you paid faster and help increase your payments from the insurance companies. Please take a look at your calendar and contact me to discuss.



As a Corporate Member of the Tennessee Chiropractic Association, I get the unique opportunity to help many chiropractors like yourself reduce account receivables.... sometimes by as much as 35%!

An independent research organization, KLAS (see attached) gathers information from providers such as yourself and has identified my company (ZirMed) as one of the best clearinghouse resources to help chiropractors get paid and get paid quickly!

My name is Bob Smith and I am your ZirMed account manager. Don't know if you're planning to attend the Spring Conference in Pigeon Forge next month but I'll be meeting with other chiropractors there who are anxious to find new ways to reduce headaches around receivables.

I don't know if receivables are a concern for you, or if my solution would even be a good fit. But I would welcome the opportunity to connect for a quick 10 minute fact finding conversation.



*(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

9

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

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**82%**

# Follow up

## Message vs Medium

# Mediums?

- ✓ Email
- ✓ Phone
- ✓ “Drop by”

# Mediums



# Mediums?

- ✓ Email
- ✓ Phone
- ✓ “Drop by”
- ✓ 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



*I sense something... a resistance that I have not felt for many years*

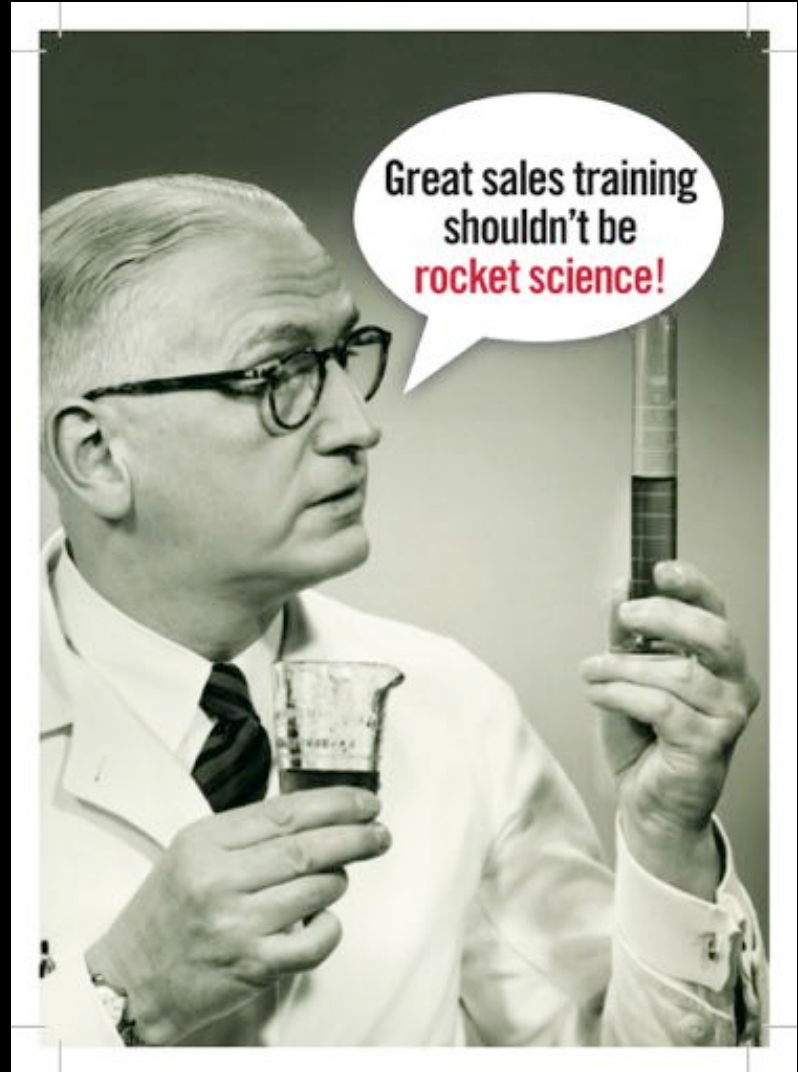
*But I find your lack of faith in Tim's abilities to be disturbing.*

*You want help with your sales team, search your feelings, you know it to be true!*

*Call Tim back today... don't underestimate the power of his programs.*

# Mediums?

- ✓ Email
- ✓ Phone
- ✓ “Drop by”
- ✓ Certified mail
- ✓ Unusual item
- ✓ Post card





Rumor  
has it  
you've  
been  
spotted!

# Mediums?

- ✓ Email
- ✓ Phone
- ✓ “Drop by”
- ✓ 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
- ✓ “Drop by”
- ✓ Certified mail
- ✓ Unusual item
- ✓ Post card
- ✓ Lumpy mail
- ✓ FedEx / UPS / courier
- ✓ Valuable insights
- ✓ Handwritten note

# Sales Tip

10

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	11/6	Email	Intro, value prop, appt
2	11/10	Package	Sales tips booklet
3	11/17	Phone	Interesting stat – let's talk
4	11/21	Note	News you can use
5	11/27	Postcard	Are your reps persistent?
6	12/4	Email	Should I stay or go?
7	12/11	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 that you believe is worth trying?

# Principle #3

Make fewer statements  
Ask more questions

# Sales Rep Job #1

Help customers completely  
understand their problems

# Obstacles?



Look uncertain

Not enough time

Asking isn't **selling**

Lack of preparation

# What Happens?

- ✓ 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

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”*

# No context

What initiatives or plans are you considering to help your team improve their follow up skills?

# With context

Studies show that 80% of new business opportunities today require at least 5 failed attempts to connect... but most sales people report giving up after just 3 unsuccessful tries. What initiatives or plans are you considering to help your team capitalize on this opportunity?

# Group exercise

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

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

**#3.** Capture on paper

# 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

13

“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 #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...

14

- 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?*

# 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,

17

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!

# 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!