



TimWackel!

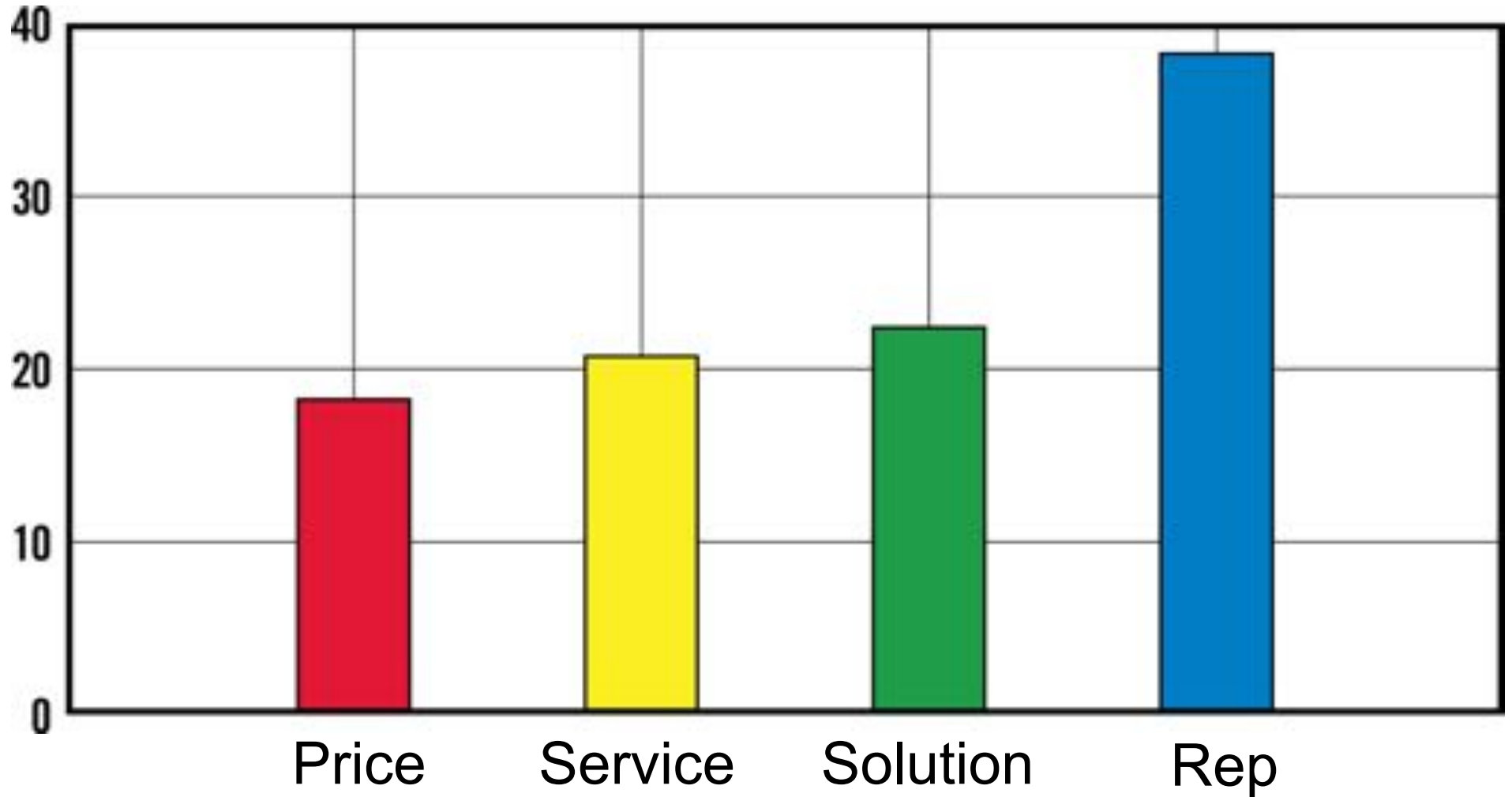
What are the key factors that influence the buying decision of today's B2B customer?

Top 4 Factors

- Price
- Product/service
- Total solution
- Rep effectiveness

Top 4 Factors

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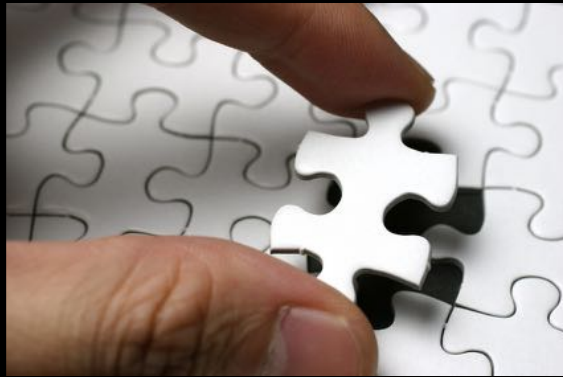
Last year we focused on???

- A. Stop pitching prematurely
- B. Ask thought provoking questions
- C. Get ripped abs
- D. Use TEDI to keep your questions open
- E. A, B & D

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

The secret to success?

Desire



Design

Discipline



Principle #1

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You had me
at hello

“I’d like some time on your calendar to talk about myself, my company and my innovative and diverse direct marketing platform.”

“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!”





Question

3

What exactly do you
guys at SG360 do?

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

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



Results?

How would you describe that exercise?

Observations about your group's messages?

Do you think your stadium pitch can improve?

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?

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





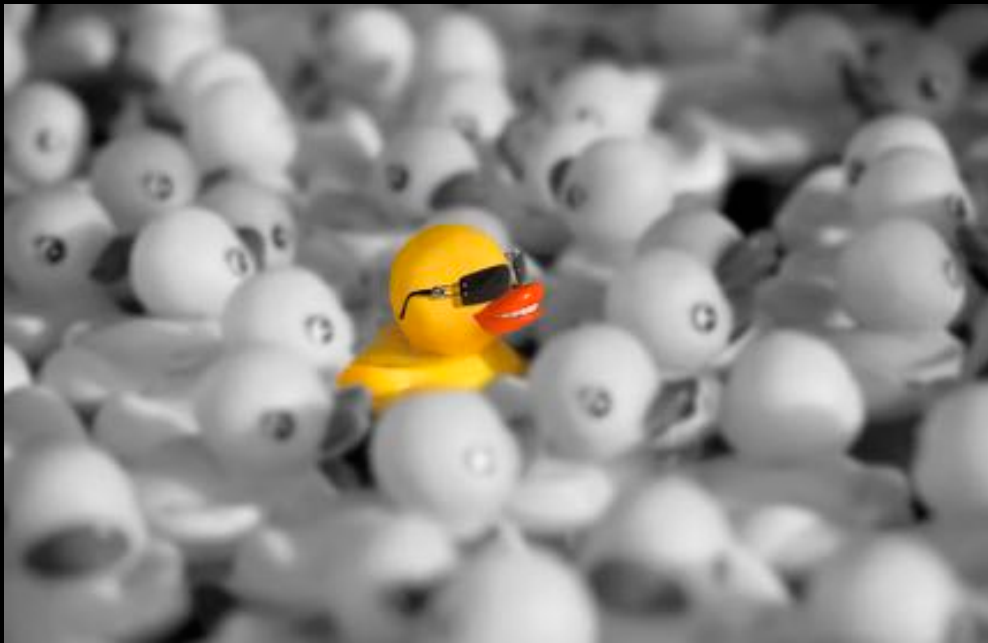
Benefits?

Find new customers

Grow revenues

Can't lose ROI

Compelling differentiators?



*Customized
Sales expert
It just works!*

I specialize in helping 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.

Exercise...

8

Create a new stadium pitch
using the template on page 8

#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 SG360 stadium pitch
- #2.** Capture final revision on paper

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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.

(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 **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

Mediums?

- ✓ Email
- ✓ Phone
- ✓ “Drop by”

Mediums



Mediums?

- ✓ Email
- ✓ Phone
- ✓ “Drop by”
- ✓ Certified mail
- ✓ Unique/unusual

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



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

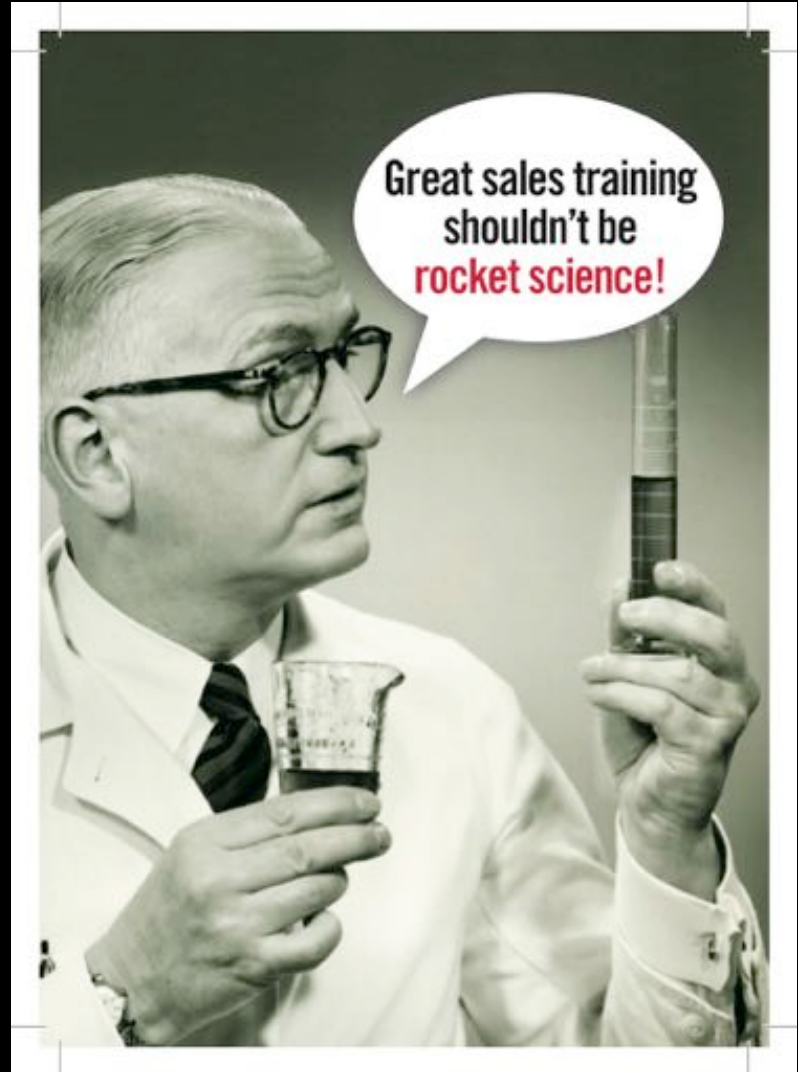
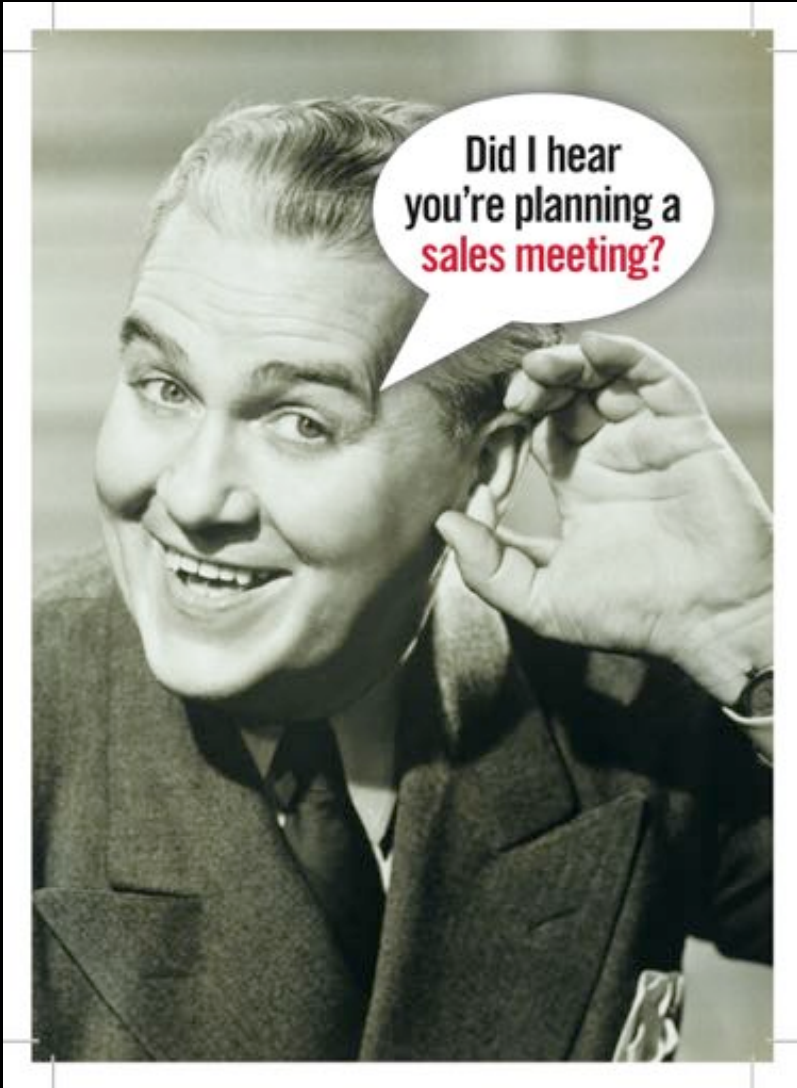
But I find your lack of faith in Tim's abilities to be disturbing.

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
- ✓ Unique/unusual
- ✓ Post card





Rumor
has it
you've
been
spotted!

Mediums?

- ✓ Email
- ✓ Phone
- ✓ “Drop by”
- ✓ Certified mail
- ✓ Unique/Unusual
- ✓ Post card
- ✓ Lumpy mail
- ✓ LinkedIn



Social Selling Dashboard

Share your SSI [↗](#)



Tim Wackel

Sales trainer, keynote speaker & executive presentation coach

Top **1%**

Industry SSI Rank

Top **2%**

Network SSI Rank

Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



Mediums?

- ✓ Email
- ✓ Phone
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- ✓ Unique/Unusual
- ✓ Post card
- ✓ Lumpy mail
- ✓ LinkedIn
- ✓ 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
- ✓ Unique/Unusual
- ✓ 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 1st attempt

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Attempt	When	Medium	Message
1	1/30	Email	Intro, value prop, appt
2	2/1	Package	Sales tips booklet
3	2/8	Phone	Interesting stat – let's talk
4	2/15	Note	News you can use
5	2/22	Postcard	Are your reps persistent?
6	3/1	Email	Should I stay or go?
7	3/8	Phone	Wishing you all the best

Attempt	When	Medium	Message

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

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,

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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!

Principle #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?



TimWackel!