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**The Wackel Group
3415 Westminster Avenue
Suite 207A
Dallas, Texas 75205**

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TimWackel!

2017 focus?

- A. Creating better stadium pitches
- B. Learning a process for improved follow-up
- C. Getting ripped abs
- D. Asking thought provoking questions
- E. A, B & D

2017 focus

1. You Had Me at Hello
2. Follow Up or Fail
3. Make Fewer Statements, Ask More Questions
4. Open Questions Close More Business
5. Kick Your Hopeium Addiction
6. Proper Prep Prevents Poor Performance

2017 impact?

Just one idea?

2018 challenges?

What's your
#1 obstacle?

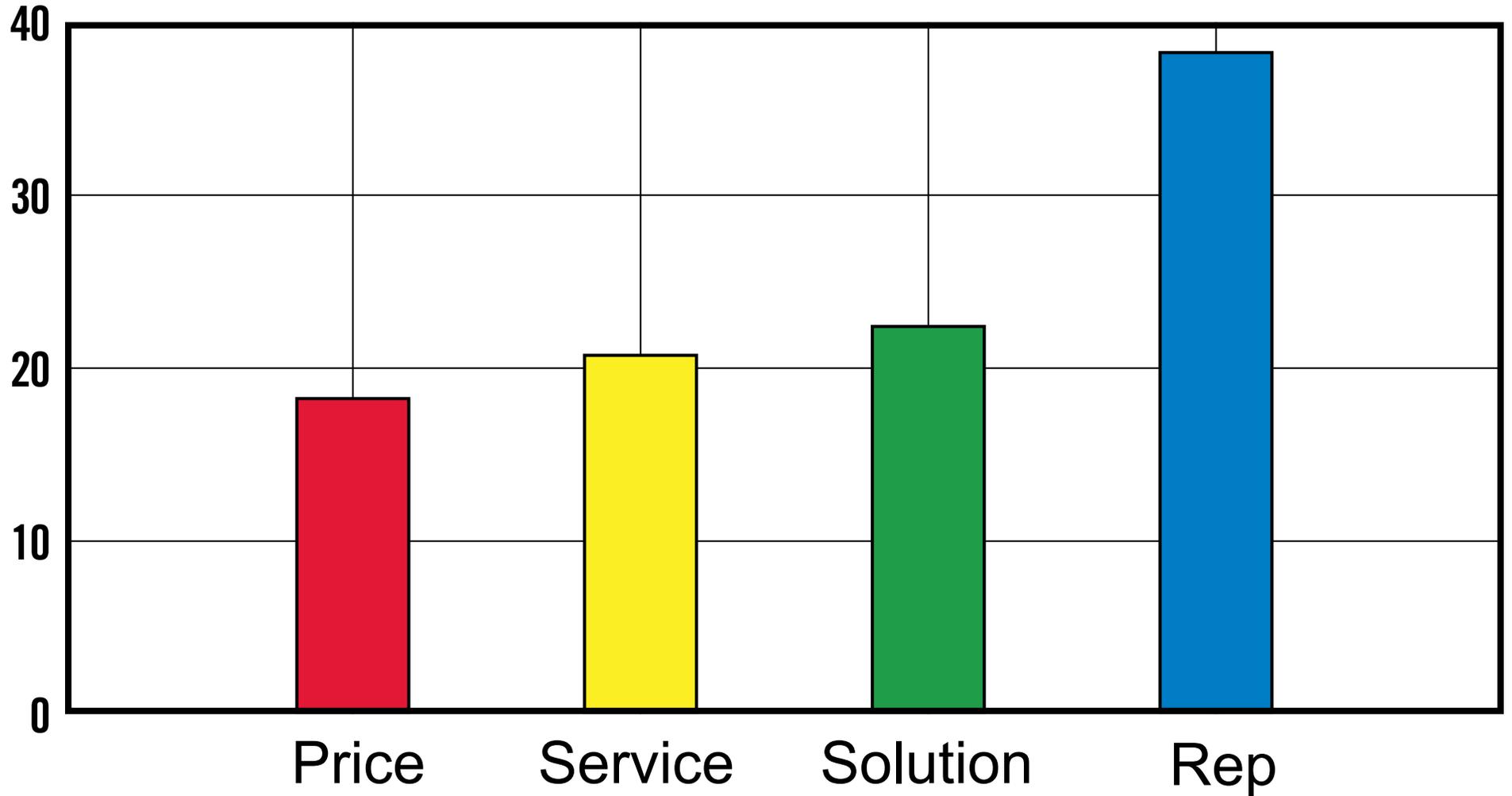
What are the key factors that influence the buying decision of today's B2B customer?

Top 4 Factors

- Price
- Rep effectiveness
- Product quality
- Total solution

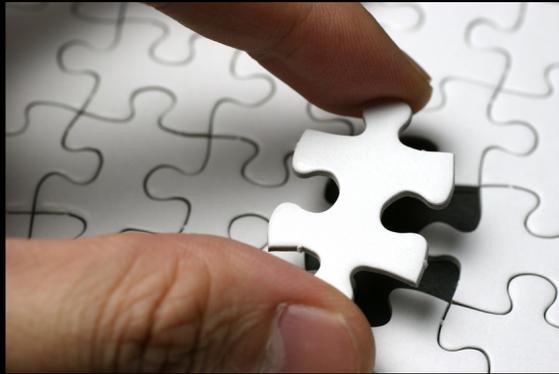
Top 4 Factors

2



The secret to success?

Desire



Design

Discipline



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





Question

What do you guys
at USA Shade do?

- Emails
- LinkedIn profile
- VM 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?

Words to describe that exercise?

What did you learn/observe from your group?

Secret script?

Tested formula?

Target market?

3



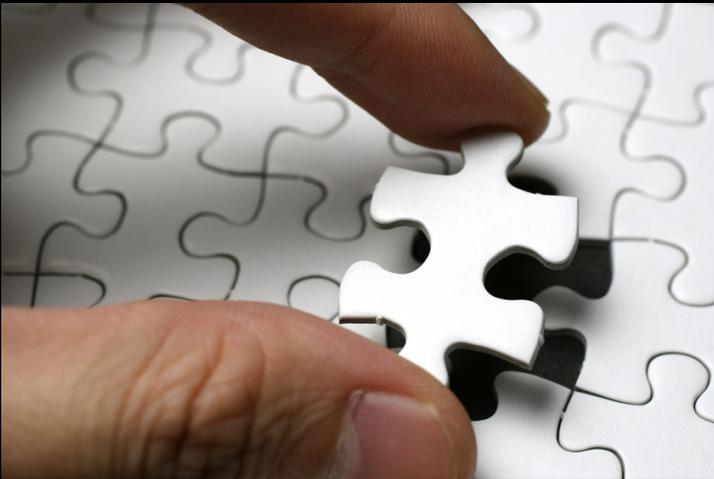
Sales executives
Business owners
Training director

Results?



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

Challenges?



Competition
Pricing pressures
Uncertainty in market



Emotions?

Concerned
Frustrated
Pressured





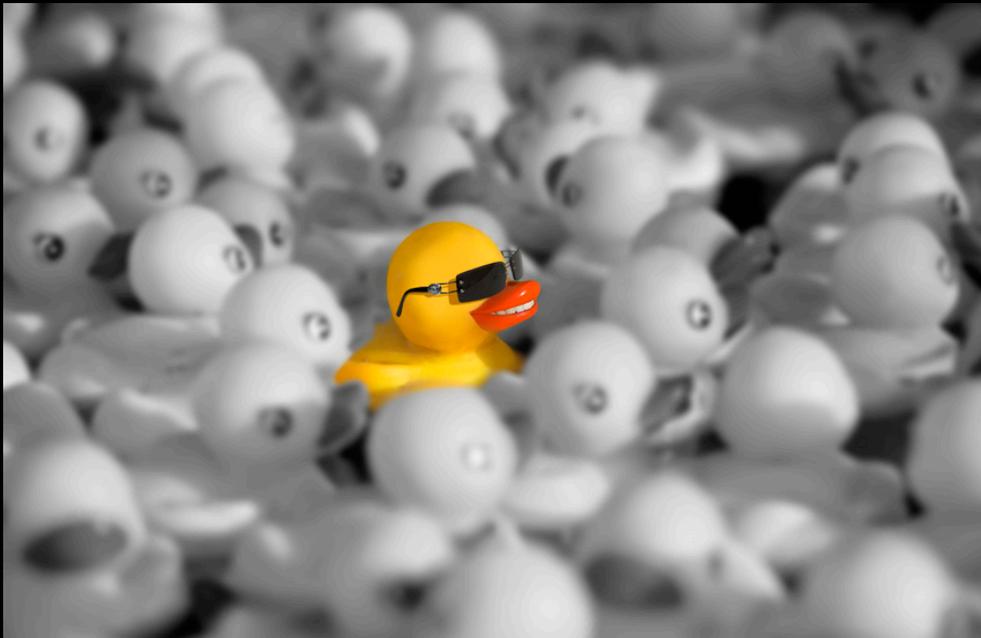
Benefits?

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 new competitive pressures and want a proven partner that will help them grow new business revenues by as much as 20%.

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.

Need help?

Interview 3 of
your best customers!!!

Principle #2

7

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?

7

- ✓ 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](#)

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[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.

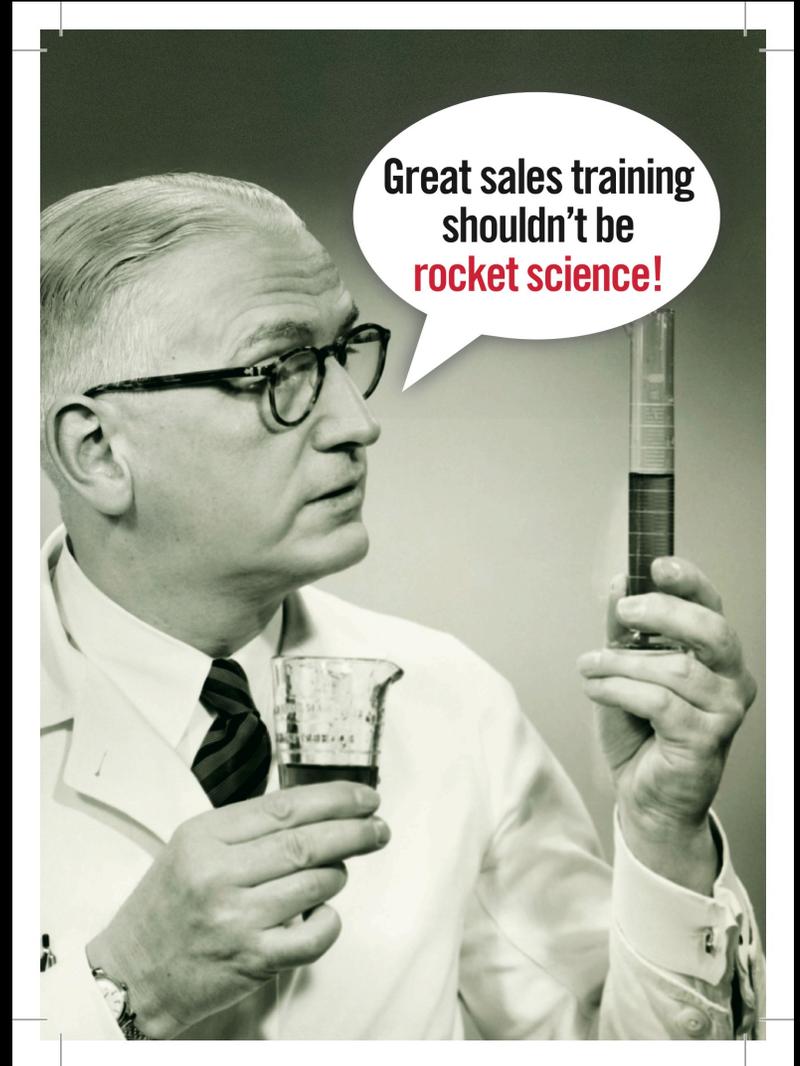
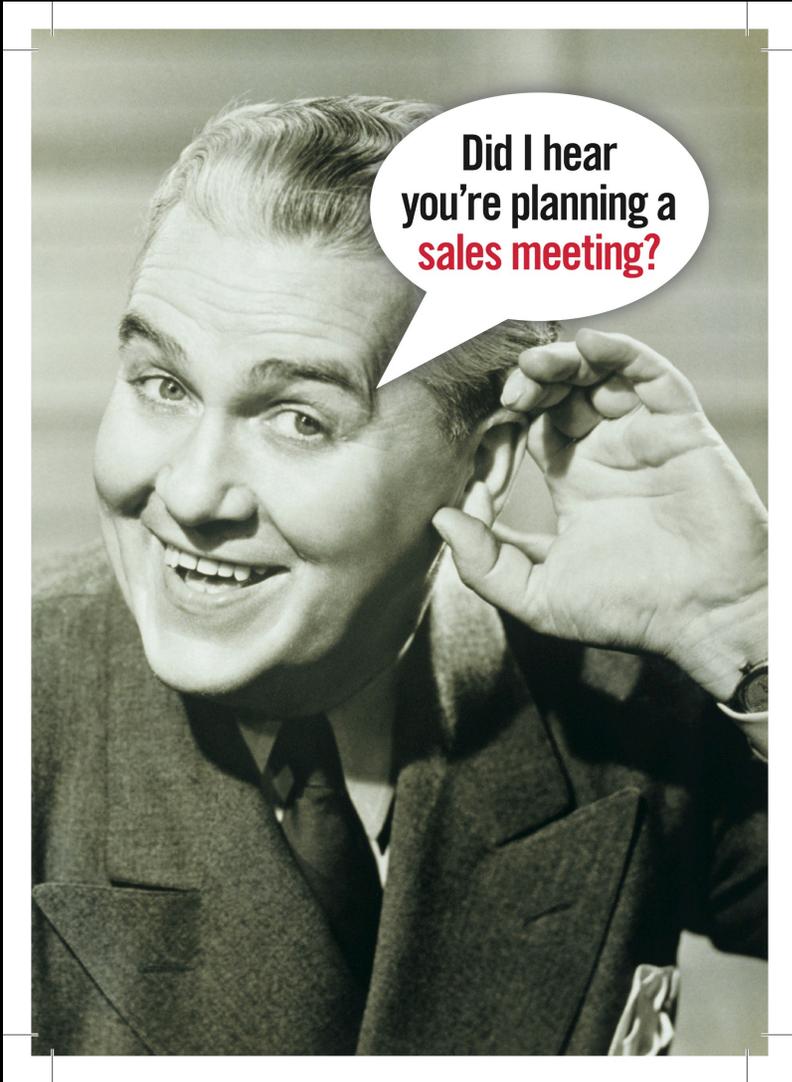
You want help with your sales team, search your feelings, you know it to be true!

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

Mediums?

7

- ✓ 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

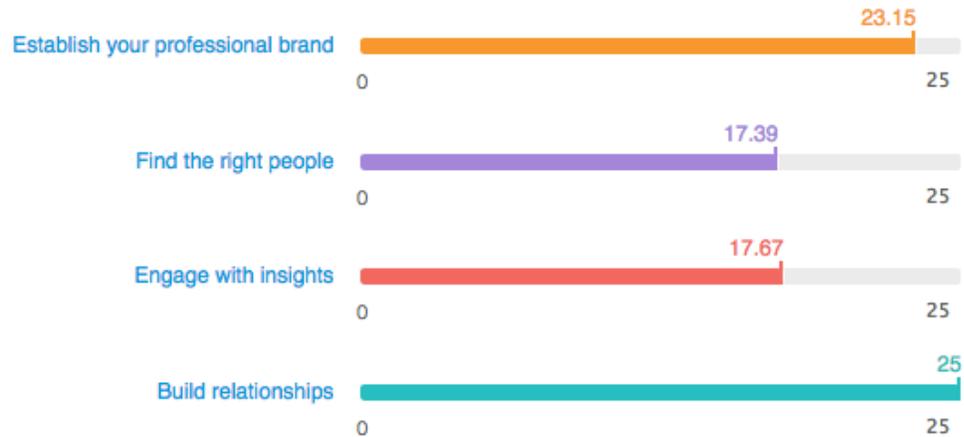
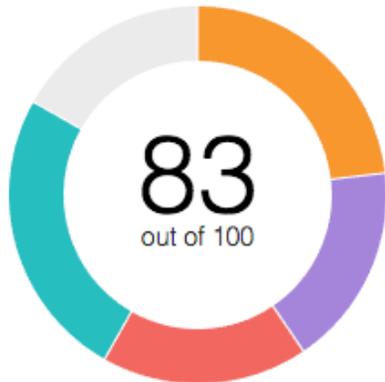
Sales trainer, keynote speaker & executive presentation coach

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
- ✓ “Drop by”
- ✓ Certified mail
- ✓ 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

8

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	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

Principle #3

9

Make fewer statements
Ask more questions

Sales Rep Job #1

Help customers completely
understand their problems

Obstacles?

9



Look uncertain

Not enough time

Asking isn't **selling**

Lack of preparation

What's one great sales question 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 best question(s)

#3. Be prepared to share with team

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.

Principle #4

10

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?

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!

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,

11

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.**

Best practices...

Examples (good or bad) of how you leveraged a “*Dear John*” email to re-engage a cold contact?

Principle #5

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's one thing you did that help to make that call a success?

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...

Review your research

Define the call objective

Plan your questions

Create an agenda

Conduct the meeting

Publish a summary



Planning a call...

Review your research



Where's your focus?



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...

Review your research

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

Exercise

What is your
call objective?

Planning a call...

Review your research

Define the call objective

Plan your questions



4 Primary Objectives

16

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

4 Primary Objectives

16

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

16

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

4 Primary Objectives

16

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

Customers want...

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

Planning a call...

Review your research

Define the call objective

Plan 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 uncharted waters that make reps uncomfortable. And when reps are uncomfortable they have a strong tendency to talk too much!

Call agenda elements

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

17

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

Examples?

Example

17

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

Call agenda

17

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

17

2. Share relevant insights

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

Examples?

Call agenda

17

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

Call agenda

17

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

Call agenda

18

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

18

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

Call agenda

18

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

18

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

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...

Review your research

Define the call objective

Plan your questions

Create an agenda

Conduct the meeting



Conduct the meeting

19

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

Active 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

19

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...



Review your research

Define the call objective

Plan your questions

Create an agenda

Conduct the meeting

Publish a summary

Publish summary

20

What are the key elements in an effective meeting summary?

1. Thank you for your time
2. Highlight participants and titles (if more than 2)
3. Recap important facts and ideas
4. Next steps – who, what, when and how (if appropriate)
5. Date/time for next meeting and/or conversation

Conclusions

What's 1 idea you learned from this principle?

How might this impact your success?

Any obstacles to implementing this idea?

Principle #6

Objection Handling for Today's Sales Pro

Agenda

1. A look at objections and why you should welcome them
2. A structured process for handling objections
3. Practice

Table talk...

What are some of the typical objections you face today?

Objection or Rejection?

22

Resistance that happens early?

Resistance after you've made a recommendation?

No objections=No interest

22

Treat objections as a simple request for more information:

- a. Makes them less threatening
- b. Reduces anxiety
- c. Eliminate defensiveness
- d. Improves attitude & results!

Table talk...

What's your "secret" to handling objections? What does your process look like?

Step #1: ?????

Step #2: ?????

Step #3: ?????

Step #4: ?????

Roadmap...

Step#1: Probe for clarity

Avoid knee jerk response!!!

Job #1 isn't to refute, it's to understand

Reacting defensively seldom ends well

Probe for clarity

23



Examples

I'm not sure I fully understand what you just said. Would you repeat that for me?

Examples

I heard what you said, but I'm not following the reasoning. Would you mind sharing more details with me?

Examples

It seems to me that you feel very strongly about this. Would you mind telling me why?

Remember!

Underlying every USA Shade objection is additional information we need before we can resolve it

Roadmap...

Step#2: Empathize

Why is empathy so important?

How can we demonstrate empathy?

Empathy

23



Examples

I hear what your saying and think maybe I can help.

Examples

If I were in your position,
there's a good chance I'd have
the same concerns.

Examples

You bring up a very good point.

Roadmap...

Step#3: Isolate

What might happen if we don't isolate our customers objections?

What questions could you ask to ensure that you've isolated the objection?

Isolate



Examples

OK, we can talk about that.
But before I do, is there anything else that would prevent you from moving forward with me right now?

Examples

If we can get together on the issue of (objection), will there be anything else holding you back from moving forward?

Roadmap...

Step#4: Provide response

Avoid over-answering – why?

Roadmap...

Step#5: Confirm agreement

Ask a question to confirm that the prospect understands your response, and accepts it as a requirement for moving forward.

Example

Your price is too high for us.

Are you saying that price is the most important factor in your decision?

It may not be the most important, but it is certainly a major consideration.

Example

*I can see why that would concern you.
This is not an insignificant investment.*

*Actually, the fact that our price is a little
higher is probably the very reason you
should consider us.*

Example

Assuming we could address your concerns about price, what else is holding you back.

Right now your price is biggest obstacle.

Example

USA Shade is different than everyone else in this market because we...

Have you ever paid too little for something and then regretted it later on?

Let's practice!

Prospects

Begin the role play with one of the common objections you're facing today

Be firm, but fair!

Let's practice!

Sales rep

Follow the process

1. Probe
2. Empathize
3. Isolate
4. Respond
5. Get agreement

Let's practice!

Observer

Use the coaching guide

1. Check under “yes” “no” or “not sure”
2. Include a “+” mark if done well
3. Be honest (not brutal)
4. Make suggestions at bottom
5. Debrief and switch

Let's practice!

1 minute prep/get organized

4 minutes practice

2 minutes debrief

Switch when instructed

Follow the process

1. Probe
2. Empathize
3. Isolate
4. Respond
5. Get agreement

Principle #7

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ABC

Always Be Closing!

- Assumptive close
- Bonus close
- Compliment close
- Distraction close
- Embarrassment close
- Give-take close
- Hurry close
- IQ close
- Minor points close
- Now or never close
- Opportunity cost close
- Puppy close
- Reversal close
- Shame close
- Treat close
- Ultimatum close
- Quality close
- Yes-set close
- Fire sale close
- Value-add close

Closing

Is not a slick strategy or magic technique...

*How do you feel when
a sales person tries to
“close” you?*



Closing

Is nothing more than the appropriate end to the current conversation.



2 Important Facts

#1. People are far more likely to do something if you simply ask!

#2. Start small. Prospects are more likely to act because they see your request as being fair

Getting agreements

28

What are some examples of closing questions that you're comfortable asking?

Get agreements early

29

I spend a lot of my time helping clients just like you and I know how busy your calendar gets. Why don't we minimize voicemail tag by scheduling our next conversation right now. It will save both of us some hassles and headaches.... what looks good for you?

Get agreements early

29

I am committed to providing you with all of the information you're requesting. All I ask in return is that we schedule our next conversation right now so you can give me feedback and we can collectively decide whether or not there is a next step. Would you be willing to work with me on that basis?

Get agreements early

29

I feel like we've accomplished everything we set out to accomplish. How would you like to see us move forward?

Get agreements early

29

What do I need to spend more time on before you're ready to take the next step?

Does what I've proposed sound fair to you?

Look for landmines

29

Sometimes new client hesitate to move forward because they feel like the cost is too high.

You haven't said much about price and I don't want to assume that I know what you're thinking. Would you mind sharing some of your feelings around this investment?

Don't make it difficult!

29

On a scale of 1 to 10, with 10 being perfect, how do my ideas map into your thinking and what is preventing them from being a 10?

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?



TimWackel!