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Tim Wackel!



TimWackel!

TimWackel!

Keys to success...

- Take great notes
- Find the ideas that will work for you!
- Desire – no one drifts into greatness
- Design – what's your plan?
- Discipline – good versus great

Challenge?

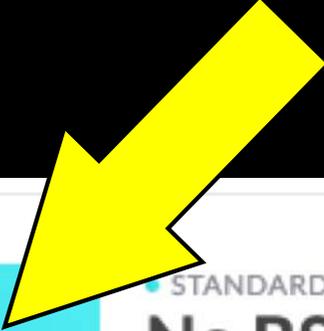
Step #1. Contact random prospect (randomly)

Step #2. Tell prospect everything your company does

Step #3. Ask for a meeting

Step #4. Tell prospect more about how great you are

Step #5. Follow up randomly hoping to close




914
REGISTERED

STANDARD

No BS Prospecting Webinar

 WED, APR 17, 2019  11:00 AM - 12:00 PM CDT



PANELISTS
Tim

Preview

Who?

What?

How?

Why?

Step #1

Who?

Who is your ideal client?

Aim at nothing... hit it every time!

Step #1

- ✓ Industries?
- ✓ Titles?
- ✓ Revenues?
- ✓ Employee count?
- ✓ Geo locations?
- ✓ Compelling events?
- ✓ Competitive pressures?
- ✓ Biggest frustrations?
- ✓ Typical results?

Step #2

What?





Question

What exactly do
you guys do?

- Prospecting emails
- VM messages
- LinkedIn profile
- Networking events
- Presentations
- Proposals
- And much much more!

Challenge?



Secret script?

Tested formula?

Why?

#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

(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 (Bob's title) like you...
(15 seconds max!)

(Rep – Engaging question!) I hope you don't mind me asking, but...

Step #3

How?



It can take an average of 8
attempts to successfully connect
with a prospect

@siriusdecisions

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

Messages?



Mediums?

- ✓ Email
- ✓ Phone call
- ✓ Text

Mediums?



Mediums?

- ✓ Email
- ✓ Phone call
- ✓ Text
- ✓ Certified mail
- ✓ Unusual/unique item

Mediums?

- ✓ Email
- ✓ Phone call
- ✓ Text
- ✓ Certified mail
- ✓ Unusual/unique item
- ✓ Post card



**Rumor
has it
you've
been
spotted!**

Mediums?

- ✓ Email
- ✓ Phone call
- ✓ Text
- ✓ Certified mail
- ✓ Unusual/unique item
- ✓ Post card
- ✓ Lumpy mail
- ✓ LinkedIn



Social Selling Dashboard

[Share your SSI](#)



Tim Wackel

Sales trainer, keynote speaker & executive presentation coach

Top 1%

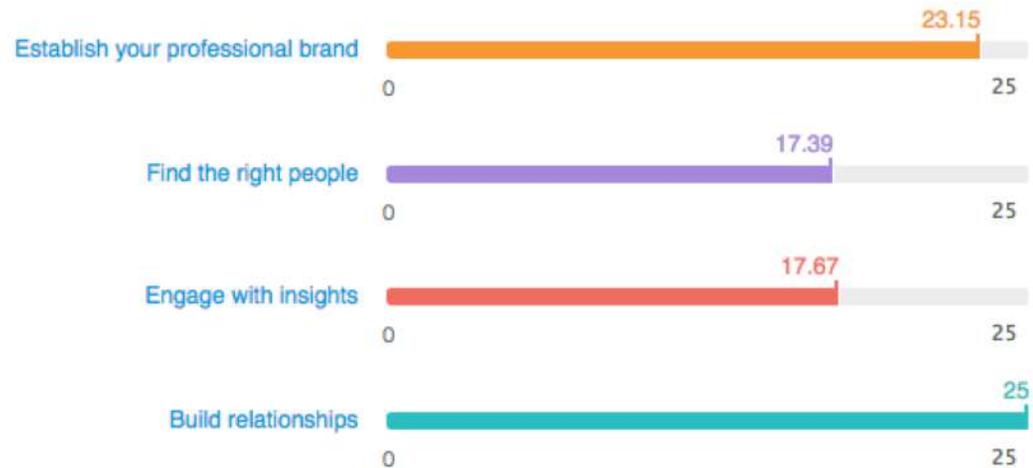
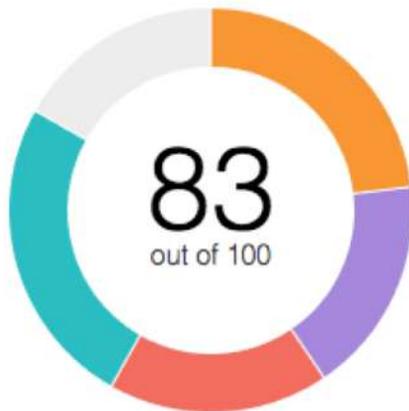
Industry SSI Rank

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](#)



Google

“linkedin social selling index”

Mediums?

- ✓ Email
- ✓ Phone call
- ✓ Text
- ✓ Certified mail
- ✓ Unusual/unique item
- ✓ 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 call
- ✓ Text
- ✓ Certified mail
- ✓ Unusual/unique item
- ✓ Post card
- ✓ Lumpy mail
- ✓ LinkedIn
- ✓ Valuable insights
- ✓ Handwritten note

Sales Tip

Plan your work
Work your plan!

Attempt	When	Medium	Message
1	4/17	Email	Intro, value prop, appt
2	4/19	Package	Sales tips booklet
3	4/26	Phone	Interesting stat – let's talk
4	5/3	Note	News you can use
5	5/10	Postcard	Are your reps persistent?
6	5/16	Email	Should I stay or go?
7	5/24	Phone	Wishing you all the best

Step #4

Why?

Sales rep job #1

Help prospects completely
understand their problem

Tim's tip

Pitch less,
probe more

What's one outstanding sales question everyone should be asking prospects today?

Great questions are...

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

No context

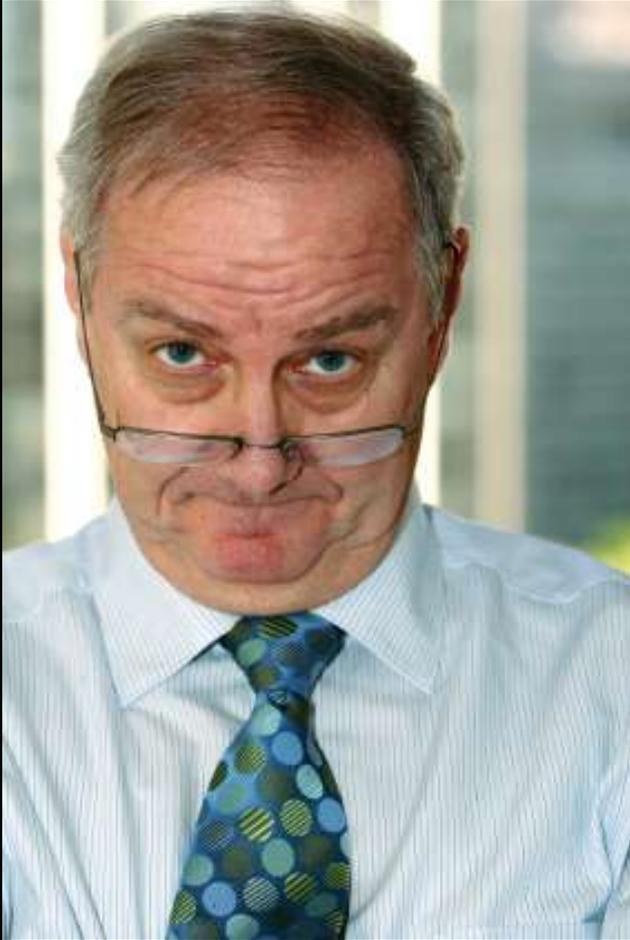
What initiatives or plans are you considering to help your team improve their follow up skills?

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?

Ask smart question,
they think you're smart.

Ask dumb questions...



What keeps you
up at night?

“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 change
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.”

“I’m going to be working with you and my goal is to be the best rep you’ve ever worked with. How can I make myself a invaluable resource to you?”

“At the end of the day, what’s going to be the biggest difference between the 1 rep that will win your business and the 3 others that don’t?”

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.

Why ask questions?

People are far more likely to buy into ideas they discover for themselves, rather than the ones you tell them

Review

Who?

What?

How?

Why?

Final thought...



bright MLS

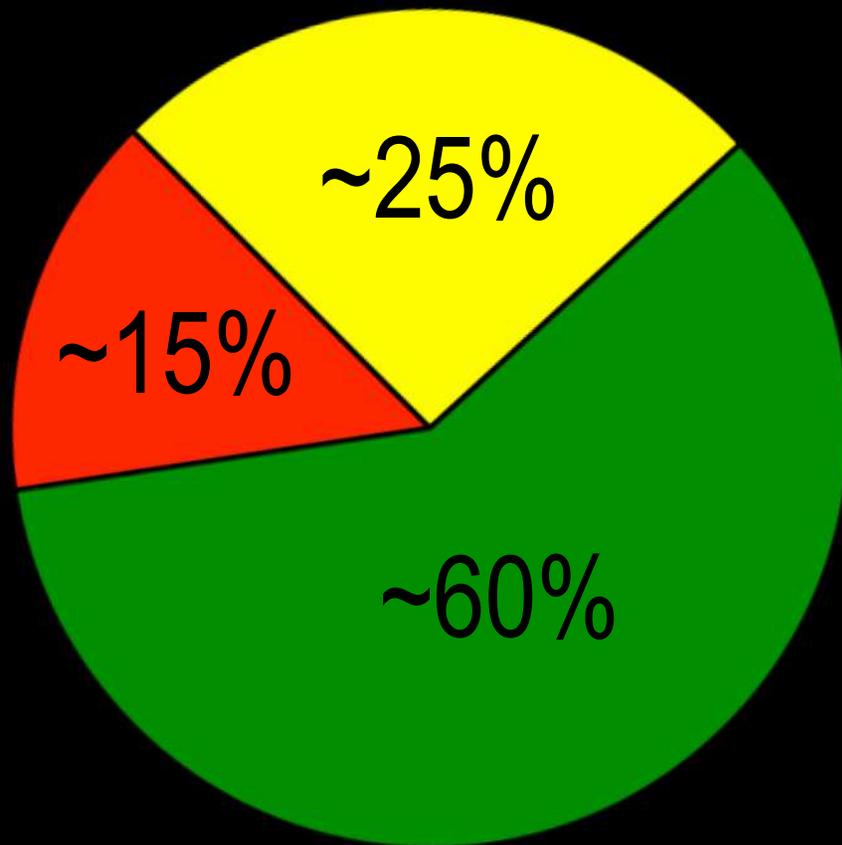
TimWackel

Perfect = would never look

Dissatisfied = actively looking

Happy = but open to new ideas

Make 1 more call!

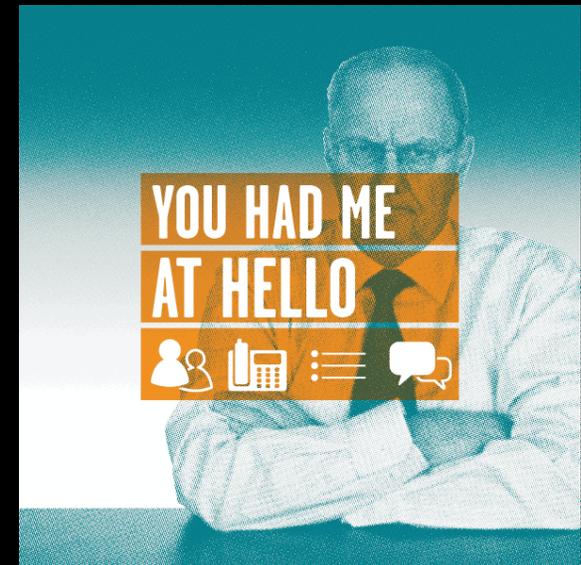
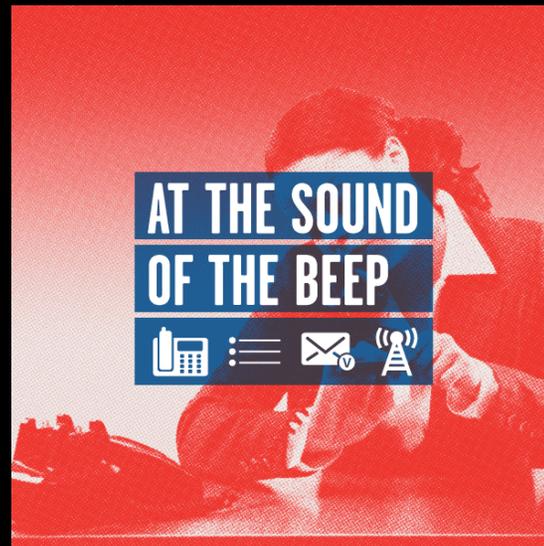
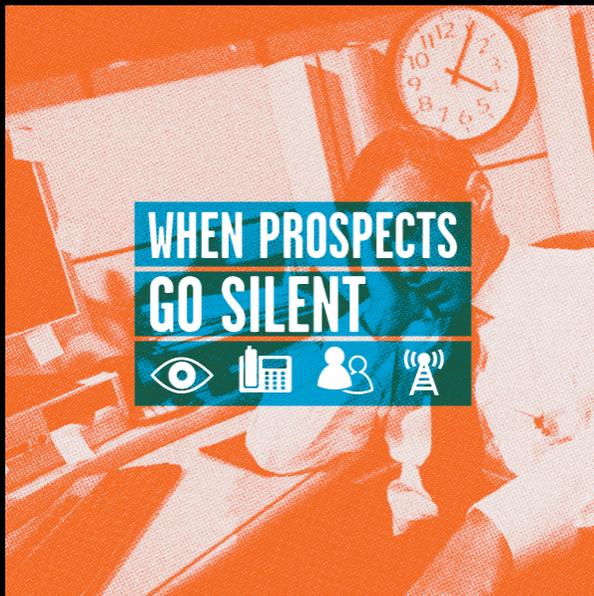
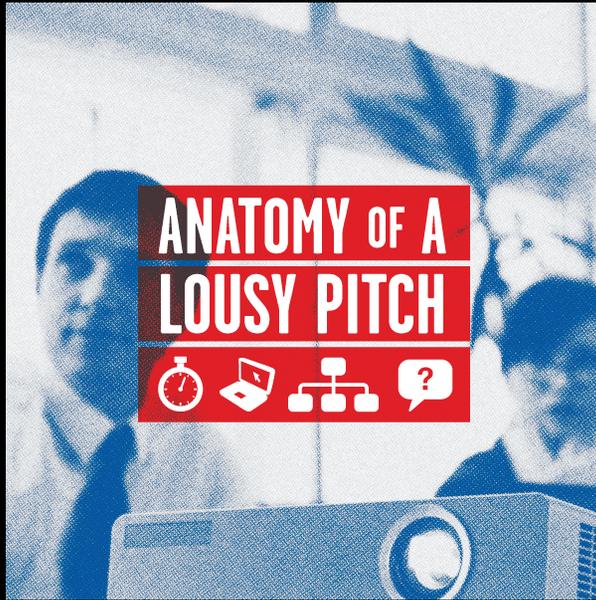


-  Won't look
-  Actively looking
-  Open to new ideas

Wrap up...

If you were serious about having the best sales career possible, what would you start doing differently tomorrow?

Training on demand



Customized webinars





PHILIPS



THOMSON REUTERS



*Pacific Gas and
Electric Company*[®]



TOSHIBA



pwc



SHOCKWATCH[®]
SMART SOLUTIONS FOR SAFE TRANSIT



MOTOROLA



Allstate[®]
You're in good hands.



MOM INSPIRED. HOSPITAL TRUSTED.



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