

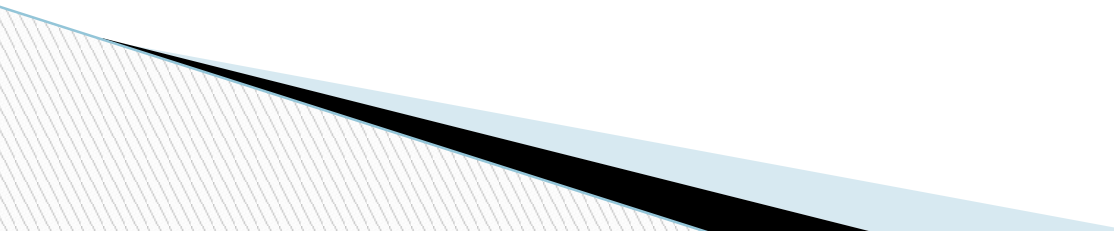
Your Company Name Here
Sales Strategies
Getting in the Door
What works and what doesn't

Welcome

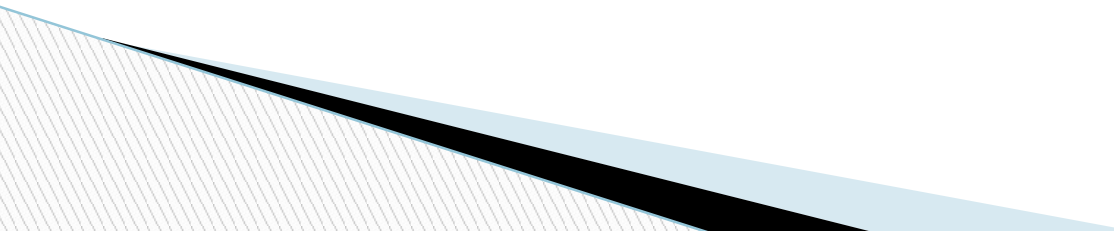
Andrea Swensen, Sales and Business Coach and Executive Trainer



AGENDA

- ▶ GETTING ORGANIZED
 - ▶ PREPARATION TIME
 - ▶ APPOINTMENT SCHEDULING
 - ▶ MEETINGS – INTERNAL EXTERNAL
 - ▶ COLD CALLING
 - ▶ CREATIVE TIME – BRAIN STORMING
 - ▶ PRODUCTION & DEVELOPMENT
 - ▶ COLLECTIONS AND BILLING
- 

AGENDA CONTINUED

- ▶ GETTING IN THE DOOR
 - ▶ APPOINTMENT CONTACT PLAN
 - ▶ THE PITCH
 - ▶ THE EMAIL
 - ▶ THE APPOINTMENT
 - ▶ THE FOLLOW-UP
 - ▶ CLOSING THE SALE
- 

WELCOME

“If you don’t know where you’re going, just pick a road to get you there.”

-The Cheshire Cat

- ▶ **BE ORGANIZED, EFFECTIVE, PREPARED, EFFICIENT, NO DISTRACTIONS**
- ▶ **THE ONE THING BOOK– by Gary Keller**
 - What is the one thing I can do, such that by doing it everything else will be easier or unnecessary?

ORGANIZATION

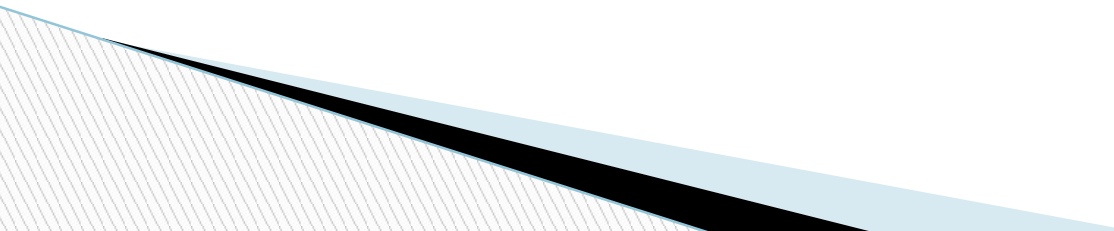
- ▶ ORGANIZE YOUR FILES
- ▶ YOUR DESK
- ▶ DEVELOP A SYSTEM
- ▶ BE CONSISTENT
- ▶ SET UP TASKS
- ▶ CALENDARING
- ▶ PRIORITIZING TASKS – NO PROCRASTINATION
 - Achievers work from a clear sense of priority
 - Turn discipline into habits
- ▶ PLAN & PREPARE – 20% of actions make 80% of results. If you fail to plan you plan to fail.

ORGANIZATION

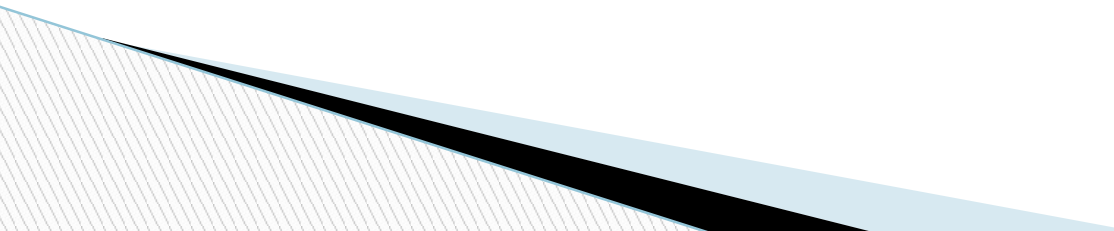
▶ Filing methods

- Book, Files, Methods,
- What is your system, daily, habit, consistency
- Your Desk, Clear it off daily, don't leave until done
- Clean work area, organized easy to find things, no clutter, clear mind.
- Prioritize tasks – Outlook – put on calendar with reminders Red , yellow, green. The question is when will you do it? Put it on the calendar
- Calendaring – When will you do it? Put it on the calendar. If its not on the calendar it doesn't exist. Block out time for tasks and stick to it.


ORGANIZATION

- ▶ Plan your day, plan your week
 - ▶ End of day 4:00–6:00 pm don't leave until you know what you have going on the next day and you know you are prepared.
 - ▶ Success is sequential it happens one step at a time.
 - ▶ Be Do Have – Be all you can be, do what you intend, have what you desire.
- 

ORGANIZATION

- ▶ REASONS OR RESULTS – You can't have both
 - ▶ YODA SAYS – Either you do or you do not
 - ▶ Fail to plan – Plan to fail
 - ▶ If you always do what you've always done you'll always get what you've always got.
 - ▶ Einstein – The definition of insanity is doing the same thing over and over and expecting a different result.
 - ▶ Constant and never ending improvement
 - If you're not moving forward your going backwards
 - ▶ Review daily/weekly commit list
- 

MULTI-TASKING

- ▶ Distraction is natural, multitasking takes a toll, distraction undermines results
 - ▶ You can only focus on one thing at a time to be successful you must be in the zone
 - ▶ Ave workday 43 interruptions per 8 hr day one every 11 minutes
 - ▶ Takes 15 minutes to re-focus
 - ▶ We have more than 4000 thoughts a new one every 14 seconds.
 - ▶ Must be disciplined, focus, create habits
 - ▶ Work smarter, not harder, not longer, organization, planning, preparation
- 

MULTI-TASKING

- ▶ Multi-tasking is merely the opportunity to screw up more than one thing at a time – Steve Uzzell
- ▶ There is an art to clearing away the clutter and focusing on what matters most. It is simple and transferable. It just requires the courage to take a different approach.

George Anders



DAY ONE – MONDAY

- ▶ **Account Research and Planning**
- ▶ Internal Meetings – One on One with Sales Mgr
- ▶ **Identify Connections**
 - LinkedIn
 - Customer Referrals
 - Mine Current Customer Base
 - Personal Contacts
 - Digital Navigator
- ▶ **Plan & Preparation for Weeks Activity**
 - Dropby (2x/week)
 - Weekly Business Review – discuss the promos, marketing campaigns, review what had transpired to help grow the business
 - Targeted E-Mail
 - 'Insight' Call

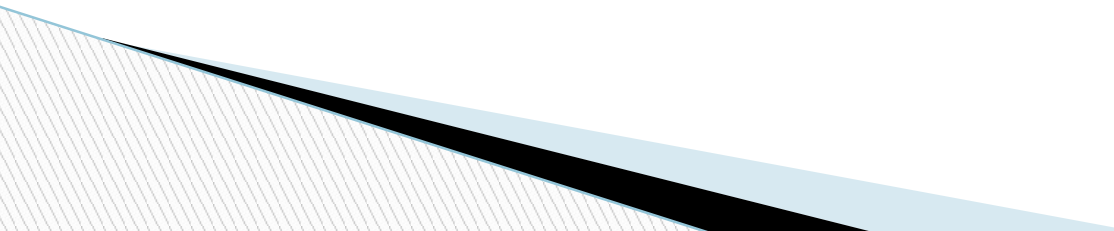
Day Two – Tuesday

- Sales Meeting/Daily/Weekly Commit Review
- Dropby 4–8 Prospects (10% hit rate)
- Deliver Packages/Promos
- Deliver Industry Information, Factual Information
 - Statistics that show improved business from advertising
 - What their competitors are achieving from advertising
- Attach Handwritten Note on Company Note card
 - *“Wishing you and your organization continued success..”*
- Include Business Card

Day Three – Wednesday

- Calling Blitz 11–1 & 3–5
- Setting Appointments
- **Send Emails**
 - Attach Flash Demos
 - 2.7 Seconds to catch attention
 - Tag Line – Introduction/Header

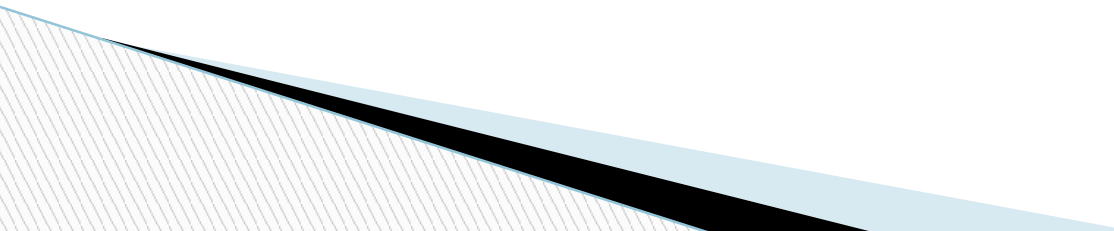
BEST TIME TO CALL

- ▶ Not on Mondays
 - ▶ Not between 11–1
 - ▶ Five minutes before the hour is great
 - ▶ Wednesdays and Thursdays
 - ▶ Between 9–11 and 3–5 pm
 - ▶ In Between Holidays
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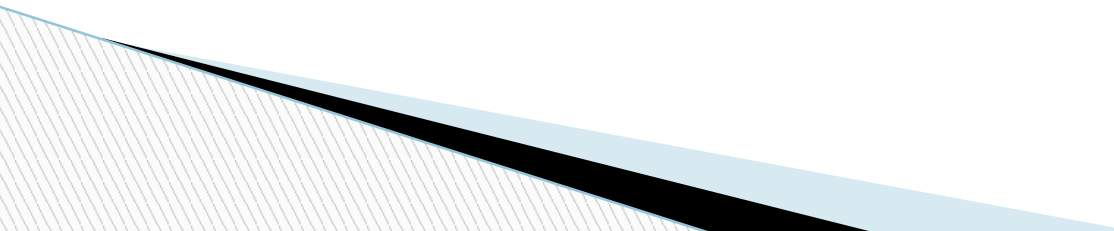
Day Four – Thursday

- Calling Blitz 11–1 & 3–5
- Setting Appointments
- Send Emails
 - Attach Flash Demos
 - 2.7 Seconds to catch attention
 - Tag Line – Introduction/Header

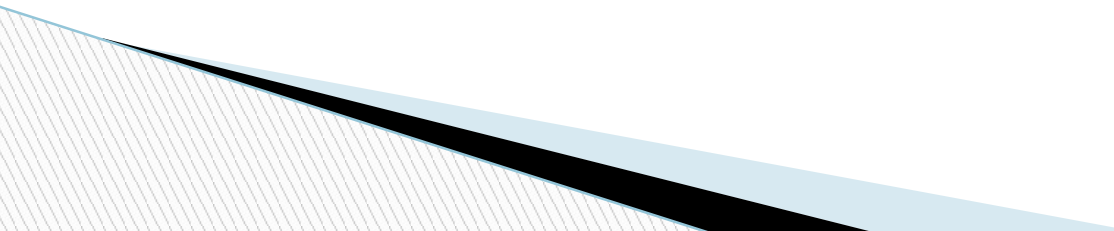
Day Five – Friday

- Office Preparation
 - Creating schedules, put orders in system,
 - Marketing Campaigns
 - Creative Time– Brainstorming
 - Develop new promo ideas,
 - Planning for the next week
 - Debt Collections/Billing/Other
- 

GET IN THE DOOR

- ▶ GETTING IN THE DOOR WHAT WORKS AND WHAT DOESN'T
 - ▶ HOW LONG DO I HAVE WITH AND EMAIL OR COLD CALL
2.7 SECONDS
 - ▶ SALES IS A NUMBERS GAME 10% Hit rate
 - ▶ 80/20 Rule
- 

THE GOAL

- Identify **6 New Customers** per Rep each month
 - Track **business in Sales Force**
 - Track **Sales from previous year**
 - **What did they bill last year and how can you grow that revenue.**
Cost more money to bring in new business than to farm current customers, ask for referrals
 - Track Billing/Debt Collection
- 

New Customer/Acct Targets

- ▶ **Pick 6 New Customers Each Month**
 - Mine New Accounts
 - Non-Biller Prospects
 - Difficult to Reach Customers
 - New Prospects Added to Account List
 - Referrals
 - Drops By's

 - ▶ **Follow the Trail**
 - Choose Prospects Related to Recent Wins
 - *ex) If top deal is Coca-Cola, prospect into Pepsi choose competitors*

 - ▶ **Establish Success Story**
 - Business Growth as a Result of Advertisements
- 

The Cold Call

1. Call Introduction

2. 3 Things in Common

- “...I was just talking with _____ at _____ “such and such organizations” the other day, you used to work there- right?”

3. Questions about the Industry Insight

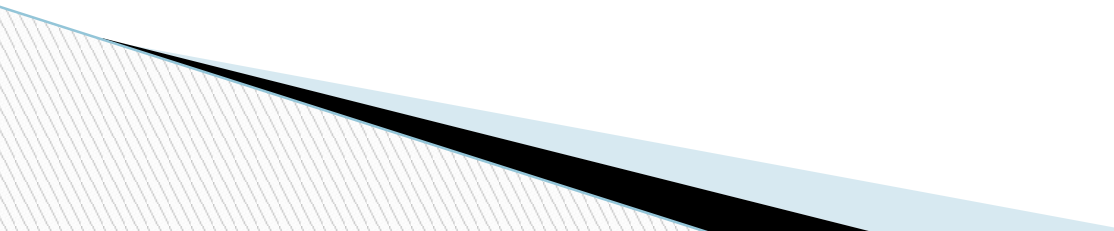
- “...we were talking about your industry and the challenges with growing the business and came up with a few ideas about how our advertising solutions can help you.

4. Questions about the Prospect Insight

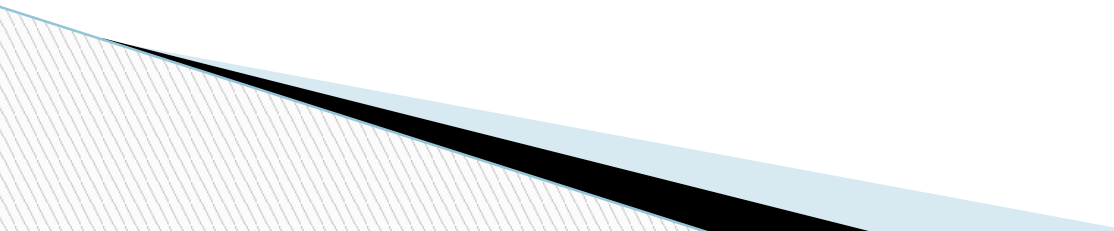
- “”We’ve actually done a lot of work increasing sales for _____ one of the largest organizations in Utah, if we got our creative designers that worked with _____ this company and your development or public relations department together, I know we would come up with several interesting ideas?”

- 6. **Ask for the meeting** – “Let me check with my creative development team to see when we can schedule a brainstorming session.” What if we brought our creative folks that worked on this Ad/promo for -----together with your creative folks I’m sure we can come up with a brilliant idea.

THE CHALLENGE

- ▶ 2.7 Seconds to grab attention
 - ▶ Learn how to change the conversation
 - ▶ Stimulate conversation
 - ▶ Overcome objectives
 - ▶ Focus on business challenge/growth
 - ▶ Provide value – industry insight – best practices – what are their competitors doing
- 

The Pitch

- ▶ 2.7 Seconds to grab attention
 - ▶ Learn how to change the conversation
 - ▶ Stimulate conversation
 - ▶ Overcome objections
 - ▶ Focus on business challenge/growth
 - ▶ Provide value – industry insight – best practices – what are their competitors doing Here are the issues we are seeing with --- are you seeing this as well?
 - ▶ Practice the Pitch – with cohorts in front of the mirror. Daily practice
- 

The Pitch

Create Target Prospect List

Develop Prospect Insights

Weekly calls

Weekly Prospecting Regimen

Track progress in Sales Force

EXAMPLES

ATTENTION GRABBER – We recently developed an ad for _____ they indicated you would be interested in having us development something for you to assist with bringing new customers in the door.

INDUSTRY INFORMATION – Statistics show that companies like your experiences a __% of growth by advertising with us and the longer you advertise with us the growth in new business and repeat customers continues to skyrocket by ----%.

We are the #1 listened to radio station in Utah or the intermountain west. 80% of your target audience listens to our station and participates in our events

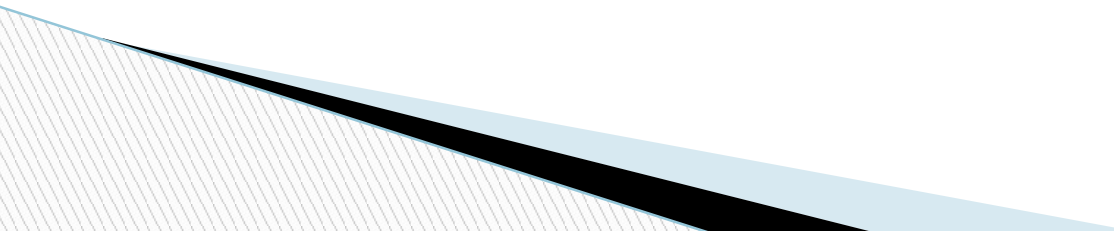
CUSTOMER SPECIFIC QUESTION – After all the information we've presented demonstrating how you can grow your business through radio ads – can you really afford not to invest in advertising today. We can work within your budget to develop something to meet your needs.

Emails

- ▶ Common Themes in Deleted Emails:
 - ✓ CAPITAL LETTERS
 - ✓ Promotional words such as FREE
 - ✓ Symbols (!)
 - ✓ Attachments
 - ✓ Sending emails around long weekends
 - ✓ “Salesy” sounding emails
 - ✓ Generic “firebomb” content
 - ✓ Person’s name in subject line
 - ✓ Graphically rich

Emails

WHAT DOES WORK?

- Tell prospect why you chose them
 - Request for a specific action
 - Relevant to prospects wants and needs
 - How they can benefit – the result (Outcome statement)
 - Never more than 50 characters (not words)
- 

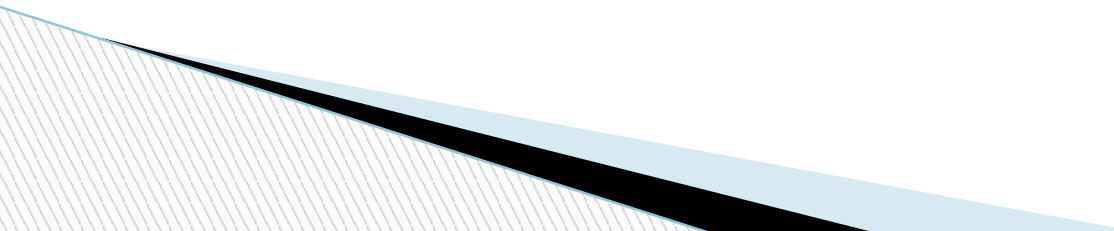
Emails

- Nancy Smith from said we should talk”
- “Can we talk March 12th?”
- “Connect Decision Makers”
- “Stay ahead of Competition –Coca Cola’s marketing programs”
 - *If you were targeting Pepsi, as an example*
- *“Result: \$50K more per year as a result of*
- “What your competitors are doing to survive”
- “Should we talk?”


Emails

- Hi, I'm Jane Smith an acct mgr at _____. I'm writing to introduce myself and see if we can assist you with your _____needs.
- Pat, I hope you are doing well. Just wanted to connect with you and let you know that as a result of our recent event/promo we received these results that I'm sure you will be pleased to hear about.
- Jack, I wanted to reconnect with you to let you know we offer a full range of _____
- Susan, follow-up on our last meeting, or keeping you updated on the status of your account
- Good Morning, my name is Phil your acct mgr for _____
- below you will find some information about our latest promo and event along with a flash demo about our latest event.
- Finish with letting them know you will be calling to schedule an appt.

Overcoming Objections

- What if they say no?
 - What if they say don't contact me?
 - What if none of this has worked now what?
- 

Strategic Appts

- Powerful way of reaching target markets
 - Prevents volume based approach
 - Provides a playbook to learn from and use repeatedly
 - Works well in selling environments with multiple influencers and competition
 - Can be built from success stories
- 

CONCLUSION

“The One Thing” Gary Keller

“Getting Things Done” Daniel Pink

- 801-599-2251