Reach Out and Sell Someone
Modern Prospecting Strategies

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Reach Out and Sell Someone!
Proven Lead Generation Strategies
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About Me
• Troy Harrison: Author of "Sell Like You Mean It!"
• 20 years of successful selling and sales management
• Specializes in training, consulting, recruiting, turnarounds

Something You Should Know
• NOTHING YOU LEARN TODAY WILL DO YOU ANY GOOD UNLESS YOU IMPLEMENT IT!
Slide 4

Your Prospecting Objective

You
↓
Your Prospect

Slide 5

The Old Way

You
↓
Cold Call
↓
Your Prospect

Slide 6

A Better Way

You
↓
Teleprospecting Call From Good Database
↓
Your Prospect
Today’s Reality

You

Prospect

Teleprospecting
Social Networking
Customer Referrals
Networking Referrals

Your

Prospecting Approaches

• Social Networking (Long Term)
• Customer Referrals (Long Term)
• Networking Referrals (Long Term)
• Data Driven Teleprospecting (Short Term)

Long Term vs. Short Term

• Successful Prospecting includes BOTH strategies
• “Reputation” based strategies – long term; must have customers/business
• Data Driven Teleprospecting is the ONLY way to affect results in the short term
Sources of Prospect Data

- Databases; i.e. D&B, Hoovers, ReferenceUSA
- Business associations
- Chambers of Commerce
- Referrals
- Cold Calling, etc.

Advantages/Disadvantages of Databases

- Databases are usually best source
- Data is very complete; i.e. contact data, etc.
- Data may be as much as 18 months obsolete, must be verified

Using Cheap Technology – the Salesperson’s Toolkit

- CRM programs are critical – manage the sales process
- ReferenceUSA – Database Through libraries
- Jigsaw
- LinkedIn
Select Your Parameters

- Size characteristics
- Geographic characteristics
- SIC/Industry Type characteristics
- Other parameters

The Calling Process

- Build Your Call List, import to CRM/CM
- Pull First Contact Onscreen
- Check LinkedIn – is there a path?
- Call, using Benefit Statement, for appointment
- Repeat by tabbing to next contact

Proper Appointment Setting Habits

- Block out a time
- Prepare your environment
- Prepare yourself
- Focus
- SMILE!
Who to ask for the appointment

- Most salespeople start low.
- When you ask for a decision, the two possibilities are "yes" or "no."
- Power to say "yes" – limited, power to say "no" – virtually unlimited.
- Solution is to sell to those who can say yes.

Selling at the Top

- Start at the top of the org chart, and work down.
- Same philosophy as the Guggenheim
- Purchasing managers – our natural enemy

The Infomercial

- Key aspect of your “selling personality”
- Introduces you in an exciting and interesting way
- Gives you credibility
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The Mindset

• What do you do?
• Salespeople help!
• How do you help your customers?
• Three ways you help your customers - list

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Parts of an Infomercial

• Short attention spans – 15-30 sec max!
• Introduction (no pause)
• Positioning Statement (no pause)
• Following Question
• Discussion
• Close for Appointment
• DO NOT! “How are you today?”

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Putting it Together

• SMILE! Yes, it’s important
• Use a good Infomercial (15-20 seconds), then conversation
• Ask for commitment for appointment
• Ask any remaining qualifying/prep questions
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Social Networking as a Prospecting Strategy

• What is the likelihood that your Target prospects will be tuning in?
• What is the quality of responses you get?
• ALL Social Networking MUST BE PROFESSIONAL in approach

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LinkedIn – Online Professional Networking

• LinkedIn – “Business Facebook”
• Emphasis is on professional resume and introductions
• Sign on then add contacts from your contact base
• Should be representative of real network

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Maximizing LinkedIn

• Look at your contacts’ contact list
• Request introductions
• Frequent Status updates keep you top of mind
• List Events, etc.
How to Misuse LinkedIn

- Send out Link Requests to anyone whose e-mail you get ahold of
- Accept Link Requests indiscriminately
- Post boring, banal Status Updates

To Twitter Without Being a Twit

- Twitter – short 140 character mini blogs
- Good for building “follower” lists
- Keep Tweets relevant; “I’m home now” is mundane
- Understand – you can tweet great stuff and it still gets buried!

Keys To Social Networking

- What is the likelihood of your target audience seeing your SN?
- What is the likelihood of your postings influencing (Motivating) your target audience?
- Are you posting anything that you would NOT want your target to see?
Prospecting Action Items

• Set your prospecting weekly goal
• Set your weekly teleprospecting times
• DO IT!
Why Social Media Will NOT Replace Conventional Prospecting

Ever since the cold call was invented, salespeople have been trying to invent the “magic button” that would allow them to quit cold calling and have prospects simply beat a path to their door. Over the years, many different methodologies including customer reselling, networking, and other methods have claimed to be the magic button. The latest is Online Social Networking (OSN). Just Tweet enough, so say experts including Jeff Gitomer, and you won’t ever need to smile and dial again.

Nonsense. That may work if you’re already established and as noteworthy as Gitomer, but if you’re like 99% of America’s salespeople, you’ve got cold calls in your future. Let’s back up a minute.

The basic appeal of selling as a career for most people is that, unlike other business disciplines, salespeople can control their income through increased commissions for better results. It’s this controllability that mitigates against OSN as a primary strategy. The basic equation of sales achievement is: (quantity of activity) x (quantity of activity) = Results. In other words, the more you do of it and the better you are at it, the better results you will get. Over the years, salespeople have been able to break down their activity into ratios, or numeric roadmaps that help them achieve what they want to achieve. For instance, if your closing ratio is 1 sale for every 2 proposals, you need double the number of proposals as you need sales. These ratios work all the way back to calculating the number of phone calls you need for a prospect appointment. For reference’s sake, most B2B salespeople can do 20 dials per hour; they will get 5-6 contacts in 20 dials; they will set an appointment about 1 of every 4 contacts.

Here lies the problem with OSN as a primary prospect generation strategy. There are no valid and viable ratios. No one – including those people who are training or evangelizing for OSN – can tell you how many Tweets yield an initial appointment, or how many “likes” on Facebook produce a proposal. The very foundation of a selling career – controllability – has gone out the window.

Worse, the people likely to see your messages on the various OSN platforms are not decision makers; if you think corporate CEO’s, VP’s, and the like are trolling Twitter to find their next capital equipment vendor, think again. The people with buying authority are simply too busy being productive to dig through the morass of OSN messages to find vendors and solutions.

If that’s not bad enough, even the best messages can get lost in the pile of banality and nonsense that composes most of OSN. You might Tweet the secret to perpetual motion; in most people’s Twitter feeds, it will quickly get lost among 500 other Tweets about what people are having for dinner. Trying to sort through the meaningless messages most people post on their Facebook and Twitter accounts reminds me of the old story about the boy who, upon receiving a pile of horse manure for Christmas, begins digging enthusiastically into the pile yelling, “There has to be a pony in here somewhere!”

I should point out that I am primarily discussing B2B salespeople here. There are some B2C venues – particularly in dining and entertainment – where OSN can be strikingly effective. If you’re promoting a rock band, trying to draw people to your restaurant, etc., then Tweet your guts out – because you’re talking to decision makers (individually purchased products or services mean that every reader is a decision maker).
For B2B salespeople, the best OSN platform I have found is LinkedIn. If you’re not a part of it, you should be. LinkedIn, used properly, can be a terrific facilitator of introductions, referrals, and new business. Even so, this should be a secondary approach rather than a primary approach.

Those who claim to have success in monetizing OSN tend to be those people who already have well established reputations and already have a large number of people seeking them out (or they are the people who are making money by training people in OSN). In this vein, OSN simply becomes another method of being found. For most of the salespeople in the world, we have to find our customers; hence, a good data-driven teleprospecting program should be the primary means of new business development. Working from a well-qualified database, salespeople can continue to predictably set appointments and control their income and achievement. The elusive “magic button” may be invented someday, but it’s not here yet.

**BIO:** Troy Harrison is the author of “Sell Like You Mean It!” and the founder of SalesForce Solutions, a Kansas City based sales training and development company. Learn more at www.SalesForceSolutions.net, or contact him at TroyHarrison@SalesForceSolutions.net.
Infomercial Worksheet

Part One: Introduction:

Hello, (prospect name), my name is _______________________________ and I am with _______________________________ (your company). *Do not pause here. Go directly to Part Two. A pause here will end the phone call about one of every three calls!*

Part Two: Positioning Statement:

I help companies like yours by

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________. *Use a clear and concise statement of the benefits that your product/service provides. Remember – think of THEIR benefits, not yours.*

Part Three: The Following Question:

_____________________________________________________________________________________

_____________________________________________________Ask a question to get your prospect involved. You’re not writing “War and Peace” here – make it simple.

Part Four: Ask for the Appointment:

Could we get together on ___________ (day) at (time) to ______________________ (exchange information/present options/demonstrate/whatever is appropriate)? *Remember: You are only selling the appointment at this time, not your product or service.*