Aug 5 2012
**Back to Business September 2012 Selling Season….
How to Triple your meetings booked in the next 3 weeks**

“ How to kick your Inner Sales-Man Awake and put that Bad Boy to work… to Persuade & Influence
*More* prospects, Overcome *More* objections AND **get any prospect to Meet / Demo with you”**

**Booking the meeting verbiage –**Book a meeting –
Don’t Send Info – **Sending Info is meaningless**

“ We should get together on Thursday so we can show you exactly how our solution will

“ I think it would be a good idea to go through a 10 minute executive web briefing, it will show you exactly how our solution will enable your company to ;

--Benefit 1

-- Benefit 2

-- Benefit 3

We would just like to introduce ourselves and relate the exact methods and strategies that other companies like yours have found effective in ;

-- Eliminating problem 1

-- Removing core problem 2

-- Gaining Benefit 3

“ Hey I know you think that you’re really happy and satisfied with what your using --? And that’s totally cool *– “50 years ago, people thought smoking was healthy” --*What the heck, what if you could you suspend your judgment for 8 minutes and we’ll show you ‘**What’s ahead of the curve’ in \_\_**industry**\_\_\_\_\_\_\_\_, there is really some amazing new, innovative \_\_\_** industry **\_\_\_\_\_** and then you’ll clearly know whether what you’re getting is the best value, quality or service

OR whether our solution could **compliment or augment** what you have **down the line in the future** –

It’s purely and informational call with no commitment or obligation, **we promise we won’t waste your time..**

**ASK for what *you* want in 2013 and you shall GET!**

I would like to introduce myself, our company and capabilities to you. I need 10 minutes of your time . We’ve prepared an amazing online Executive Web briefing. It’s right over the Internet , **it’s just a Learning, exploring session**, so down the line in the future when needs come up, we hope you
 think of us

Would Thursday @ 10:30 be good OR would Friday at 1:00 be better for your schedule?

Ask for the Web Based Demo, not to send information…

After you have gained **a positive *trial –Close*
such as ;**

Cool… seems that there could be some synergy or common ground here..

“ Would you be open to some **new ideas** or **perspectives** that can enable your company to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_ ?

OR “ Would you be open to some new ideas and options that could allow your company to

# Ø **eliminate problem or challenge 1**

# Ø **eliminate problem or challenge 2**

Ø **AND gain Ideal outcome 3**

Ø And **Ideal Outcome 4**

# **THEN SAY …**

I think it would be a great idea to view our customized 15 minute Online Executive Web Briefing. It will on a ***high level* give you an overview of our solution, The ROI and the Payback** and will show you exactly how our process will enable your company to;

Ø **Remove core problem** # 1

Ø **Get rid of critical business issue**

Ø AND **get Benefit 3**

Ø And **benefit 4**

OR -- We would like to introduce ourselves and relate the **exact methods** and **strategies** that other companies like name drop 1 and name drop 2 and company 3 that
( companies like yours ) have found extremely valuable in

* **Benefit** 1
* **Benefit 2**
* **Benefit 3**

I know you will **learn some critical & amazing FREE things just from our brief 1st meeting and we have a Killer 30 page PDF on How to step by step… gain , get reduce , make-- … ?”** and if you think of us in the future when apparent needs come up that would be great.

Would you be flexible this week or next for 10 min say Tuesday @ 10:30 or maybe Thursday @ 1:30, we would love to show this to you ,

Would you be flexible this week or next for 10 minutes online?

## Pre-Frame the Objection Up-front ;

Brag and Boast about know objections and concerns
Up-Front

I**f they are thinking about an objection** the target cannot be relaxed or subjective about anything, **you** need to get them ***to shift their focus*** –

This is exactly what David Blaine and Chris Angel accomplish with their Illusions and street magic

They get the target to refocus their attention on something else **/ DISTRACT THEIR ATTENTION** – so they can do their sleight of hand illusions – We have to be experts at ‘ *Sleight of mouth’*

**Set up your Pre-Frame like this ;**

( example from Aurora Bio-Medical labs)

“ Most of the **VP’s and Directors of Labs** that we talk with always initially say that their fine with the systems and solutions they have in place and **I wouldn’t want to make any assumptions at this stage that your facility needs what we have or what we have would be a good it
at all**… ( I would need my day in court to prove that )

**Killer line right here**
The (insert title here ) that we talk with are unified and agree that it makes good business sense to be OPEN to new ideas and perspectives , and **keep their ear to the ground** and want to be **ahead of the curve** , ahead of the problem , and feel it’s important/ or critical--- **to always be on the Look-Out for** new , easier ,faster , better , and more cost effective ways to

* Benefit 1
* Benefit 2
* Benefit 3

I’m sure that’s the same for you .. ( how can you say no to this ? )

If I could ask how does your facility handle \_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_ ?

**Right after you have done your Opening Statement –Reverse Build Trust Statement**

“ And Deborah just to take a step back here ..I’m not sure we can deliver ( HUGE MONSTER BENEFIT )

Depending on your circumstances there might be strong possibility we can

What I’d like to do is ask a few quick questions and get a feel of your situation, see what you’re looking for and if there might be an opportunity for the future

Question 1 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Objection –‘We’re OK for Now , we’re Fine with what we
 have”**

1. Hey , I totally understand without any concrete numbers in place , a comparison, or a viable alternative or any other options

I’m sure you do feel quite satisfied and OK right now….

I totally understand where you’re coming from, initially like 98% of every one of my clients said the same thing when we first met them – clients like \_\_\_\_\_ and \_\_\_\_\_\_ and \_\_\_\_\_\_ and initially reacted the same way – until they explored what we can deliver .. then they went ‘Holy noodle we didn’t that you can do that

B) Most of the **Tribe/ Niche / Peer group** I’m talking with **feel it’s pretty important to** always be on the lookout and Keep their ear to the ground and their mind open to new
possibilities , that can ;
🡪 Reduce, Speed up , Improve
🡪 make more productive, more efficient

**I’m sure that’s the same for you ….**C) All I was wondering is **if you might be open to some new ideas, strategies and possibilities** for the future that can :

🡪Benefit 1
🡪 Remove problem 2
🡪 remove problem 3

Awesome , what I’d like to do is…..

**Unlock the Game Approach –Trust based Approaches / Opening Statement**

Thanks for taking the call .. I understand you’re the resident expert and authority in \_\_\_\_\_\_\_ and you’re in charge of \_\_\_\_\_\_\_\_\_ ?

Great…

I was just calling to see if you might be open to some different and new ideas and approaches that could;

🡪 Remove problem 1

🡪 Remove core problem 2

🡪 gain benefit 3

**Cushioning Statements** on your follow-up call after you have sent info to the prospect

**Follow-up call** – I’m just calling to make sure the information I sent over addressed the problems and issues you’re concerned about. I wanted to make sure it was on the mark.

**Option 2**Just calling to see if you have any questions about the information I sent you in regards to your situation ,

but just keep in mind I’m not making any assumptions at all about our services being a fit until we both feel there’s a match.

**Option 3**hey Bob’—I know you’re really busy right now and I don’t want to add any pressure to your life. So I’m wondering if I can do anything on my end to make this easier for you here – where would you feel comfortable going from here, and how we can do it in a way that’s easy, breezy and stress free for you ?

**Option 4**Can we just take a few steps back here… I don’t want t make any assumptions, I don’t want to make an attempt to close you …What might make sense is if you can share with me exactly how you are feeling right now and what you’d feel would be important to help you along the way… and I’ll see if I can help you

is that cool ?

 **“ We’re already using blah, blah , In House –No Needs”**

Not a problem at all , I totally understand .. That makes sense
Without any other concrete numbers in place or a viable option ..I totally understand where you’re coming from

To let you know--I wasn’t calling to replace or change what you have/ what you’re currently using –Just calling to see if we **could compliment or augment** what you guys are doing right now

**You see what we do is ---- elevator speech**

C’mon what the heck suspend your judgment for 9 minutes with us online , it’s purely informational ,

We just want to show you **‘ what’s ahead of the curve’**  and **new Break-through stuff** that’s just some out ….

There’s no obligation or commitment at all , After the quick 8 minute demo **you will have seen the ROI and Payback & Benefits**, and you will clearly know if what you have is Awesome or we just might be able to compliment what you’re doing Brilliantly like we have for 100’s of other companies like yours…

What do you say..9 minutes –I promise I won’t waste your time
How does your calendar look this week or next for a 9 minute

**“ We’re already using blah, blah , In House –No Needs # 2 ”**

**“**Hey I totally know how you feel and I’ve spoken to 100’s of \_\_\_\_\_\_\_\_\_\_\_\_\_ that initially felt the same way as you do right now

-- you’re fine and happy with you’re using

-- You see no reason to change

**Then after a 8 minute Executive web briefing** these people usually say things like “ *I had no idea you could do that , that is awesome, or that’s amazing* ”

**How about for pure ‘peace of mind** ‘ we set up a 8 – 10 minute Web Briefing on this , you can be the judge and see if your present solution is giving all you need or *possibly* we can down the line in the future we could be a good option for you / your company ?

Another version

**It never hurts to have a 2nd Opinion in Business**.-- I’ve been doing this a long time , in this industry , spoken with 100’s of **\_TITLE \_\_\_\_--** **who thought ( like you) initially they were getting the best** – ( Deal, system , solution , service , Quality, ROI, Payback, etc..)

**AND then** … after meeting them online for 8 – 10 minutes and they view our value proposition, even if they haven’t considered this or have it budgeted –**they want to explore further**

Why do you think that is ?

**How about for pure ‘*peace of mind*** ‘ we set up a 8 – 10 minute Web Briefing on this , you can be the judge and see if your present solution is giving all you need or *possibly* we can down the line in the future we could be a good option for you ? / your company ?

**Some Ari Galper distract and Re-Focus technique**

Not a problem at all , would you be open to identifying exactly what you’re looking for ? …Like if you could wave a magic wand and improve / change anything – so we can identify if we are a fit or match at all ?

I know you’re really happy with what you’re presently using , but what I ‘d really like to do is get **your OPINION and FEEDBACK** on this new break-through system/ method / product that has just come out **--- we wanted to get your opinion and see what resonates with you** .

**I’m really just collecting data and doing research** and would appreciate it so much if you could check this out and make a comparison between what you presently use and our solutions

**The Mystery / Intrigue Voice Mail Technique ( this works brilliantly)**

Hi Mr. Jones \_\_\_\_\_\_\_\_ Murray here –I need your help with some data I’m collecting and research I’m doing on \_their expertise\_\_\_ and I was told you are the resident expert and authority in this area –If you could call me back @ \_\_\_\_\_\_\_\_\_\_\_\_ I’d be very grateful…

The Insider

Mr. Jones , Dr \_\_\_\_\_\_\_ ( colleague in his division at organization ) suggested I give you a call concerning \_\_\_\_\_\_\_\_\_\_\_\_ , my number is thanks a lot .

**The McCarthy Opener ; Tim McCarthy Opener**

Hey Jim it’s MW calling with \_\_\_\_\_elevator speech\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

And Jim believe me I know you most likely have things covered in this area and quite satisfied (grab the objection out of their brain before they say it ..)

But we really do things differently to add Value to our customers and have some unique, breakthrough products that’ are 1st in the world –**which no one else has** …
-- Unique competitive differentiator
-- Unique thing 2

If I’ve caught you at a good time I’d like to ask a few quick questions and if it makes sense to do so provide you with a
10 minute web briefing about –our approach to the market and how we can ;

-- Benefit 1
-- Benefit 2
-- Benefit 3

Or
-- Eliminate problem 1 and 2

**I was just curious how does your company handle?....**

**When doing Online Web Demos – Initial Approach stage stuff**

**Locate un-met needs, areas of dissatisfaction and problems**

Before you get into your presentation –Just have your title slide of your slide deck showing and then say ;

**“ I would really like to take step back and don’t want to make any assumptions at this point of there is a fit or a match here at all**

I don’t know at this point..

I’d like to customize this presentation for you so it doesn’t end up being *Generic’ and missing your exact needs*. It might make sense if you’re open to it for us to have a quick chat for a few minutes about the core issues you’re trying to solve in the area of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , **That way I can focus my presentation on the items and areas that you really want to address or improve**, rather than a Generic presentation about us

THEN show the next slide from the slide deck … which should be **a list of 5- 7 most common problems and critical issues** your customers have

**Then say** – “ **From our data collecting and research in talking with over 303 companies here’s a partial list of the types of problems we solve** – There’s a lot of them and I’d hate to end up not addressing your specific issues

Awesome –so let me just see if this is an accurate snapshot of your landscape over there ;

**You’re having challenges with**

--\_\_\_\_\_\_
--\_\_\_\_\_\_\_\_\_\_\_
--\_\_\_\_\_\_\_\_\_\_\_\_\_

And you’re really looking for the **ideal outcome or “Price-less Answer that can**

--**Ideal Outcome 1**

--**Ideal Outcome 3**

Is that an accurate picture of what’s going on over there ?

Let me just ask **if this problem or issue isn’t fixed** what could the economic impact be for your company down the line. Say
6 -12 months from now ?

--**How much money could this cost you**

-- **What do you think you’re leaving on the table?**
--**How much time could this cost you ?**

**NOW ..just show them your solution and how it solves their problems and issues**

“**How to change what others Think, Believe & Do “**

**# 1 Key –** Don’t believe that any of your prospects will be interested or care about your value proposition, *at all* . Think that

* They are all **satisfied and deeply happy** with what they are presently using
* You need to Be prepared for them not to care less about what you’re proposing, marketing or selling

**# 2 Key** – Make them feel OK and totally comfortable with their **dis-Belief , Doubt , Concerns and Fears** . Everyone initially feels that way ..it’s totally fine.

**Validate what they’re saying** to build rapport and bond with them.

“ I respect that you’re busy and you get a lot of calls and I wanted to make you feel comfortable and at ease that **it’s not my intent to** try to switch , change or alter from what you’re using over there at all –

I know not in a million years you woke up today and drove into work and said *“ hey-- We’re going to switch and change \_\_\_\_\_\_ and \_\_\_+\_\_\_\_\_* “

This is **purely an informational, fact finding call** to see what you’re using , let you know about our solution that’s worked with 100’s of your peer group and competitors and **down the line in the future when apparent needs come up …**. Maybe you’ll think of us

### If I could ask …

(Aegis Mobility angle)

“ I totally understand that you have a solution and a policy in place and **95% of the companies we approach initially said the same thing that they have a policy in place and have not had any incidents and accidents** – so I totally understand where you’re coming from.

Companies that were working with like Verizon amd Cox Communications ( proper name drops ) have upwards of 4,000 – 7,000 vehicles working remotely and have a very firm ‘Hands free “ driving policy and a No Texting or talking while driving policy …

These same companies realize that having a back-up , contingency program that *will protect them* from massively embarrassing and uncomfortable lawsuits and litigation of up to $ 10 – 20 million is a good thing . They feel it’s critical and have become very aware of the fact that just having
a *“ Policy in place’* is leaving them ‘Open ‘ to the opportunity of a P.R. nightmare and millions of dollars in recklessness violations --

Group them together with their peer group

At the same time, **they are Open to new ideas** and options that will provide protection and a back-up solution . They feel it’s important **to keep their ear to the ground** and **be ahead of the problem** and explore different perspectives in this area …

### I’m sure you’re from the same mindset …

OR Try ..

“ No I know exactly what you mean, I totally understand that you have a solution / or a vendor and you’re satisfied and happy with what you have – and what you’re using – Almost all of our clients are typically using another vendor/ solution when we first met them , so I do hear this a lot .. ( validate )

That’s why they’re open to what’s available out there to really make sure they are **staying ahead of the curve**( ahead of the problem )

-- I was just wondering if you would be open to seeing what else is available in terms of \_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_ ?

# “ **We don’t have the budget for this**”

# That’s not a problem at all, A lot of our clients typically at first don’t have a budget – We seem to call at the wrong time ( silly us )

### Putting the budget aside for a brief moment – Do you feel comfortable with the *value this solution delivers* ?

* Just supposing you had the money budgeted right
now, based on what you’ve seen so far , would *you* invest in this solution for your company , if the decision was up to you ?

Great ..

I’m just wondering if you **would be open to building a solid business case f**or your executive team to review, to see if it really matches a problem that could be solved by our solution.

Excellent.. This is how I suggest we proceed . ( get
control )