

August 16 2015

Back to Business September 2015 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”**

Here we are approaching September 2015 ..It's the back to Business Q-4 Selling season coming up . As a B2B marketer or a B2B sales professional if you want to Increase your Sales Revenues ... **you have to be a Pro at creating a Bigger Sales Funnel of New Sales Opportunities to Sell into**

You either have to become an Outbound Sales Development 'Ninja' Master yourself **Or** You build and design a Dedicated Outbound Sales Development division and have them generate the leads, Appointments and Meetings for your sales quota carrying Sales professionals

One philosophy has stood well in my 35 yrs of Sales
“Sales Pipeline Cures all ills !”

Here is a variety of New Opening Statements so you can nail the 1st 20 seconds and Objection handlers to try out

The # 1 Key is to generate a BIG Sales Pipeline of Prospects to Sell into....

You need to do these 3 Things really well :

1) **Preparation and Research**

2) **Pitch Like a Master**

3) **Put it in the Net ...**

1 Key in Outbound Prospecting for New Business

*“ Your Timing, Value and Social Influence will **out-weigh** any Objections the prospect may have ”*

You can't control the Timing part . However you can certainly control the **Value you deliver** ... and The **Social Engineering** you deliver

→ **Social Triggers – Social Influence**

→ **Internal Credible Referrals** – ICR's are everything .

There are 2 types of Sales people that I've met in my life...

-- Cowboys and ,

-- Librarians

Cowboys think that researching before you make a call sucks and is for sissies. They can take it on the chin all day with rejection and resistance and think research is a waste of time

Librarians want to do nothing but ..research, view , review , compare and never pick up the phone and never make enough outbound calls and 'Hope' that accounts will chase them for their business as they send e-mails all day and never pick up the phone.

As a B2B Sales Pro or SDR **you need to be a 'Hybrid' person to be the best** – An Outbound 'Ninja' Cowboy/ Cowgirl who is tough and can take it on the chin and make 80- 100 calls per day , ***that is in touch with their inner 'Librarian ' side*** that has tons of--Social Influence-- Internal Credible Referrals and Nudges upstream..., weird but makes sense.

Research your prospects companies before you call them

a) What initiatives do they have ?

– go to **prweb.com** and type in their name see what press releases come up ?

-- **Do the 3X3 method** –take 3 minutes to locate 3 decision makers names and find 3 tid bits of Social Influence

-- **Build a B.A.L** (Big ass list) of pre-researched leads all thrown into a Spreadsheet or your CRM solution

b) What are their **goals and objectives for Q-4** and Q-1 of 2016 ?

c) **Talk with lower level champions and influencers**

before you call – Call the lower person and say “ I'm preparing a call to Mr. Big and wanted to get your opinion and holistic perspective on a few things ,

I'd be so grateful for your help. .. do you have 40 seconds ..?

d) What are their issues?, what are **they struggling and grappling with** ?

e) What kinds of **challenges have you solved** for this market before ?

f) **Name Drop their colleagues** and executives in their company you have talked with and **GOT a REFERRAL** from

-- **Leave a solid Breadcrumb Trail of name drops and leverage** on their **Voice mail** and follow-up with **E mail** that broadcast the same references and core message.

'Sometimes it's not what you have, it's who you Know'

Quick story

A friend of mine is on a plane and 2 rows away from **him is the actor Richard Dreyfuss (Jaw's)**

Mike is thinking...

He would love to get a celebrity endorsement with this Academy Award winning actor for his software called instantcustomer.com anyways.. he immediately texts his colleague to get some dirt on Dreyfus ..finds out he has this foundation for **__ (whatever) it is**

....

And Then..**Mike Koenigs** opening line with Academy Award Winner Actor who has been in;

-- Hollands Opus, **Jaws**

-- The Goodbye Girl

-- **Close Encounters** of the third kind..... is

" Hey Richard , my name is Mike Koenigs and I love what your doing with your Foundation for and work in this area **AND** I have a few ideas about how you can raise money and awareness for your foundation ?

POP -- hits it out of the park

Richard Dreyfus the actor says, you and I should talk .. **What are you doing right now? .**

So then what if we alter that a wee bit , and we're Cold calling a technology or high tech company , on a cold approach 1st call

" hey it's Murray here , and I was just on your web site and love what your doing with your technology (that's so cool ..blah, blah, blah)

" hey it's Murray here , and I was just on your web site and love what your doing with your **Bio-Technology/ Technology / Product etc**... – Your latest Nutraceutical stuff looks amazing ..?

(that's so cool ..blah, blah, blah)

I have s few ideas on how your company could B-1 & B-2 in the next 60 days ..

Would you give me another 120 seconds on the phone here to see if there could be a fit or synergy ?

Or Try .

“ Hi Mr Prospect , I’m with _____ and I understand from talking with _____ and _____ and reading a press release on your web site that **you’re in the process of** , have a **target or goal of** , **one of your initiatives or objectives are ...**

We’ve worked with a number of other firms in similar situations helping them to (MONSTER BENEFIT and Price-less answer they’re looking for)

I’d like to ask a few quick questions to understand your circumstances to see if I could provide some relevant information"

This opening statement would give a 100% return -- Every account you said this to, you would **Gain their attention and Capture their interest Instantly (and that is the goal isn't it)**

Permission Based Cold Calling 2.0 Opening Statement templates :

I just got off the phone **with a conversation with** _____ around some Gaps in the way they _____ , and your name came up as more of the resident expert in this area

Did I catch you at an OK time ?

I was just on Linked-in and noticed that we have a couple mutual friends there _____ and _____ ,

that's fantastic , was curious do you use Linked in for personal or Business reasons ? Yes so do I

Hi there it's _____ we specialize in -- **Fill in the blank - benefits , solving problems** To determine if this would be something you'd like more information on ,

I'd like to learn a little more about your situation , **your web site says**

OR -- I was just **reading a recent press release that** and would like to learn a little more about your situation , your web site says

Did I catch you at an OK time ?

Thanks...

We help companies similar to yours to **B-1** and **B-2** and hey I know you have you're guard up when you receive cold calls... this is *just an informational call* with some fantastic news & some **research on emerging trends** going on in your area that you guys should know about

-- Recently **we've worked with a few similar companies** to achieve **significant** and **substantial** with Online E-Procurement & Purchasing Solution* (**growth , success ,savings**) , and as result they have been able to **eliminate problem 1, 2 ,3**

-- And we're confident we can do the exact same for you .

Would you want some more details on a solution like this ?

→ Replace the word technology with apps, mobile, wireless, **any product or service etc...**

... And I have some ideas on how **you can** Grow your Business & Triple Your Sales Pipeline in less than 3 months

If you're not too busy **can you give me 120 seconds** to see if these if there might be some synergy or common ground ?

Here's another version -

We've conducted a round of research with your Peer Group -- **title , sector**) companies like yours

And what we've been hearing is ;

--Problem 1

--Problem 2

--Problem 3

And the unified **general concerns** with your peer group across the board .is P-1 , **what we're hearing**

yea... so we worked with (**Title of person- industry sector**) to build and design this for them -- it solves problems and issues they were having ... and then we discovered that 100's of other _____ we're having the same problem , challenge and pain inn the butt with this

... **You know how you have to** P-1 when doing this process , this function ..?(you know how that sucks .?)

Yea , you know how lousy that is ... ?

-- **So now imagine ...*you didn't ever have to do those*** processes , tasks functions or duties
-- what would that be worth ?...right .

We wanted you to take a look at it and **get your opinion and feedback** on what we've created and **see what resonates with you** --- to see if it's something you could use down the line in the future ..

3 step Opening Statement Formula :

1) Identity / Benefit Statement upfront

“ Hi Mr Jones this is _____ of company name We help companies similar to yours to **Benefit 1 , Benefit 2 , Benefit 3**

2) Reason Benefit Statement

Recently we've worked with _____ and delivered **significant and substantial (growth , success , reduction etc..)** over a period of 6 months with a number of our solutions / ideas .

And as result, they were able to eliminate problem's and challenges such as _____ and _____ and _____

3) The Request

“ **And...we are confident we can do the same for you .**

Could I ask you a few quick questions to see if there's any chance we could help your company as well ? **Great line**

The Power to Persuade meets Predictable Revenues = Increased Revenues

The Master Jill Conrath (Selling To Big Companies) on how to create an elevator speech **opening statement guide**;

1) **Who do you work with?**

-- “ **We work with manufactures and distributors of hard goods**”

2) **What are they challenged with?**

-- “ **That are challenged with problem 1, problem 2, problem 3**
”

3) **what do you do for them ?**

-- “ **We've shown them how they can benefit 1, benefit 2, benefit 3**

Art's opening statement formula

I'm with _____ we've worked with **many other traffic managers in _____ industry sector**, helping them to get the best rates and on-time deliveries with no hassles.

Depending on what you guys ship and where it might be worth our time to talk. (qualifying statement)

Or --- Depending on what you guys are doing / using in this area , there's a sold possibility that we could :

-- **Benefit 1**

-- **Benefit 2**

If I caught you at a good time I like to ask you a few quick questions about your less than truckload shipping requirements

Scott Chanell opening statement style

This is Scott with Break Away growth strategies, we help companies to implement sales strategies **that generate 50% more leads, way more appointments** and an increased to return on money invested to produce new accounts.

I don't know where you're at with your sales process but if you're open or are looking for some new ideas and like to keep your ear to the ground and keep your options open --- I would like the opportunity to introduce myself and **tell you about some programs that have worked for similar companies and down the road if you hear something you like we hope you think of us**

hey would you have 15 minutes in the next week or two?

Here is a fantastic Opening Statement formula

The reason for my call is that we've worked with **over 600 Corrections facilities security guard facilities** all over Canada in the US.

They're using our online employee scheduling software for their guards and security officers and **they're saving like \$5 billion a year in time costs, operating costs and wages** to run their business.

So I thought that was pretty important enough to reach out to you to get to let you know

With your permission can you just give me maybe 120 seconds on the phone here to determine if there's anything that we're doing that you guys could benefit from? **Great line**

Get a YES in 20 seconds and get **Permission to advance to the next stage approach :**

“ hey Mr.’ prospect I just got off the phone talking with _____ and your name came up as the expert in the area of _____

Do you have a focus and attention in the area of _____ ?

-- Fantastic..

If we have a solution that can :

- **Big benefit 1**
- **Remove problem 2**
- **get rid of pain in the butt 3**

Would you want to hear some more details about a solution like that ?

Awesome...

Re-Framing Questions for Q- 4 / quarter of 2015.

Make multiple answer, multiple part 1st questions , Chris Angel & David Blaine are Distraction Masters - refocus on their *'initial reaction'* the inner hidden objection, before they actually say it

“ **Awesome...** we seem to be in agreement that this would be a good fit and is what you're looking for , **where do you think we should go from here ?**

Is it more of a money availability question or you don't see the value or benefit question ?”

-because it's always these 2 or both

Here's a great one for an instant brush-off :

Hey no problem, **I'm not sure if there's a need or fit either at this point either**, (deflection) Was wondering... if we could show you how to **_monster benefit_** Would you just give me 120 seconds on the phone here to see if there's any common ground.
? **Great line**

great ...

“ 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 always 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 ?

The Killer Jordan Belfort Line

Money aside... does the idea make sense to you ?

Great ..

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

Great line

-- By the way this is a killer wrap up--- for a booked meeting .

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

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 **Monster benefit**”

“ 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** – “Hey...50 years ago, people thought smoking was healthy, 10 years ago did you think there would be a black president or GLBT could Marry, Bruce Jenner is a girl, and Marijuana would be legal.. --? (beware don’t use this if under 18,)

Things change –Technology changes so fast – Decisions aren’t engraved in stone –are they ?-when you initially got your solution I bet you shopped around and compared, didn’t you ?-- – If you went back into the market --- (**insert story**) you can see that you can get 300% better features and way less pricing , way better service you’d want to know about that wouldn’t you ?

We just want to throw our hat into the ring and give you a viable alternative to explore a condensed knowledge of the hottest Cloud Based E Purchasing and E-Procurement software that High Tech companies like yours are moving towards right now .

We've prepared a high level 10- 15 minute Executive web briefing on the hottest Cloud based E-Procurement SAAS solution available to tech companies

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..**

Honestly if you could give us one shot The only problem you will have is that -- we didn't call you 6 months earlier to show you this !!” – We won't waste your time , you will love this ..

The purpose of the demo is to show value we can deliver .. **If we can't we'll be the first ones to admit it –**

ASK for what you want in 2015 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**

- eliminate problem or challenge 1
- eliminate problem or challenge 2
- AND gain Ideal outcome 3

- 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, decrease ... ?”** and if you think of us in the future when apparent needs come up that would be great. **Not a bad idea here**

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

If 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)

What would it take to get you from “Just satisfied” to absolutely thrilled ?

OR -- Let me ask you though ... when you first decided to go with the _____ Solution you have now, **were you looking to be “Just Satisfied , or were you hoping for something way better ?**

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’

a) 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 think 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.....

“ We already have a supplier / Provider were Happy with”

Not a problem at all, I'm glad you're taken care of right now.

And if I could let me ask you something , if you ever found it necessary , **not that you would (pause)** but if a need ever came up or necessary to get (**an alternative quote or proposal , a new boyfriend, option point of view , opinion , perspective etc....)**

Could I be the first in line to talk to you about some of your needs ?

Awesome... , in the meantime I'd like to send over some of our introductory information about us by e-mail to you ... is that cool ?

Great .. and if you could do me a favor , keep it in your files so when apparent needs comes up you'll have our information

Start to get the e-mail info and then say ...

Great... just out of curiosity , not that you'd ever consider... but if you did ..what might have to happen to even consider looking at some different options or approaches in this area ?

What would really get your attention ?

So, if we could offer you something like that ..would there be any other reasons you'd hesitate to explore some other ideas or options in this area?

So what if we did that right now ?

POOF ... BOOK MEETING (classic switch-around)

“ We're happy with what we have”

Not a problem at all, I totally understand

It's just our hope that you **open your mind to something new , a new possibility** , so a shift in perspective can happen

I know it's impossible to suspend your judgment ... but it is possible to consider new relevant information

Seriously, what If just supposing we have a solution that could compliment what your using presently and it could ;

-- _____

-- _____

-- _____

Would you just be open to learning more about this ?

Here's another Great short Opening Statement

Hi Its _____ calling with _____ , I wanted to see if I could get 40 seconds of your time to introduce myself ...?

Thanks ...

How much **focus or attention do you have** on _____ ?

Oh ..great - So you are the expert and authority in this area.

Assuming we solve **problems and challenge's** with

- _____
- _____
- _____

And deliver **benefits and advantages** of

- _____
- _____

Would I be getting any of your attention what-so-ever?

Would you paying any attention to me what so ever?

“ 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** and always go “ **Holy noodle I can’t believe your solution can do that** “

Why do you think that is ?

How about for pure ‘peace of mind ‘ we set up a quick 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 ?

→ Do you have high speed Internet over there ?

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

“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

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 _____ ?

Or Try –

“ Hey it never hurts to have a 2nd opinion from time to time”

Fantastic objection handler courtesy of Jordan Belfort ;

“ 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 always call at the wrong time (silly us)

Honestly if we can’t help you out will be the first ones to admit it very fast

This is the killer part

If you could just give me one shot at looking at this – We would really love to get your opinion and feedback on this ... just to see **what resonates with you**

And believe me the only problem you'll have is that we didn't call on you 12 months earlier to show you this... We won't waste your time-- you'll love this-- **do you have 10 minutes in the next week or two?**

How to handle the dreaded “ *Send me Information* ” Stall when booking meetings with top decision makers ;

Would you believe me if I told you ;

“ It’s socially acceptable for your prospects not to tell you the truth?”

Depending on **where** the prospect says “ [send me information](#) ” in your sales pitch--- will determine how you react to this typical sales stall or BS tactic .

1) If it's in the 1st 15 - 45 seconds --**it's a blow-off**, they weren't even listening and they are just being polite

2) If you have engaged in a conversation for 1.5 minutes - 3- 6 minutes and you get a 'send me info ' this could be genuine or real.

The prospects you are calling have a totally preconditioned mind-set , when this happens ;

You must challenge the – “ **Send me some information** ” stall , every single time you hear it . And then, the real prospects will rise to the top and the fake ones will go and say they're not interested.

It's Ok let them go – The faster you get used to just letting prospects Go , the faster you will locate and get the real prospects who are interested in your value proposition

If you get thrown the “ **Send me some information** ” stall in the 1st 45 seconds of your introductory cold call then you must challenge that with strategies like this . If you're getting this stall immediately when you engage a prospect, **almost 100% of the time , this is a total blow-off**

Try stuff like this

“ **Not a problem I can send you something** , but it might make sense first to see if you’re having any issues or problems around _____ and _____ ...

Or (**great switch around here**)

“ That’s not a problem , I’ll be happy to send you some information, what specific information do you need, what's your e-mail ?

Would it make sense if we figured out what specific issues or problems you have or want to solve 1st , **so we can figure out what information to send you ?**

What I don’t want to do is send information **that might misses the mark and do you a dis-service ... and make us look bad.**

So would it make sense to have a quick chat first and figure out if there could be a good fit and go from there

How do you guys currently handle _____ ?

If I could just ask --What are guys using for ...?

OR another killer version

“Not a problem at all , it might sense to see what’s important to your company or what kind of issues or challenges you’re having and then **I can tailor make the information to your exact needs.**

So many customers have told us when just send generic information not tailored to their specific needs ,really misses the mark.”

Would you in the next 1 – 3 months be looking at _____ or in the market for _____ -- at all ?”

How do you guys currently handle _____ ?

Or

Not a problem at all. I don't want the big 18 wheeler truck to come over to your building and start dumping information all over the place without knowing what would be relevant or important to you over there ...

If I could just ask --What are guys using for ...?

How do you currently handle ... ?

The Cold Call E-mail Template

Hi {Prospect's Name} this is {Your Name} with {Your Company}. I'm reaching out because I have an idea on how to possibly help you avoid {specifics of common pain} and wanted to see if it would make sense for us to have a quick conversation to find out more.

I can be reached at {Your Number}. Again, my name is {Your Name}, with {Your Company} at {Your Number}. Thanks {Prospect's Name}.

The Referral Template

Hi {Prospect's Name}, this is {Your Name} with {Your Company}. I was speaking with {Referral Name} over at {Referral's Company Name} regarding how we helped him/her reduce {common pain/concern} and he/she mentioned that I should give you a call **to get your opinion on this strategy.**

I can be reached at {Your Number}. Again, my name is {Your Name}, with {Your Company} at {Your Number}. Thanks {Prospect's Name}.

The Competition Template

Hi {Prospect's Name}, this is {Your Name} with {Your Company}. We recently helped {Competitor 1}, {Competitor 2} and {Competitor 3} **avoid {common pain} while at the same time {desired benefit}** and wanted to see if this might be something you would possibly be interested in knowing a little more about as well. I can be reached at {Your Number}. Again, my name is {Your Name}, with {Your Company} at {Your Number}

Email template example

Hi {Prospect's Name}, I just left you a message regarding how we recently **helped competitor 1, 2, and 3 eliminate {common pain}** and gain **{desired benefit}**. I wanted to see if it makes sense for us to have a quick conversation. I can be reached at {your number}. Thanks, {Your Name}

Cold email template example Subject Line:

10 minutes to get a 27% increase in revenue

Hi {Prospect's First Name}, I have an idea that can be explained in 10 minutes that can get {Prospect's Company Name} its next customers. I recently used this idea to help a client {SaaS Company/Competitor} see an immediate 27% lift in business. {Prospect's First Name}, let's schedule a quick 10-minute call so I can share this strategy with you. I can be reached at {Your Number}. When is best for you? Thanks, {Your Name}

Subject Line: LinkedIn Job Posting Hi {Prospect's Name},

I saw on LinkedIn that {Prospect's Company Name} is looking to expand its inside sales team. We are the world leaders in sales acceleration technology. I'm reaching out to see if you're the most appropriate person to have a conversation about our platform and

how you can increase your revenue by 30% in 90 days. I am available next week at {two times you are available}, and can be reached at {Your Number}. What does your calendar look like? Thanks, {Your Name} P.S. I've attached a free ebook about building a world-class sales team that you might find interesting.
