

July 1 2019

July, August, September Summer Selling Season 2019 Swipe File

How to Triple your Meetings Booked in the next 3 weeks...



“ 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 in Q 3 of 2019 ...It's the laziest time of the year, everyone wants to be at the beach surfing, at the lake or golfing.. 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 team** and have them generate the leads, Appointments and Meetings for your sales quota carrying Sales professionals.(OMG we do that)

One philosophy has stood well in my 37 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”*

Think about that , repeat



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.**
- **Name Drops**
- **Trigger Events going on with the company**
- **Their critical Business Initiatives going on ...**



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- 3 of 2019 ?**

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.

Murray's 3 Step -- Permission Based Referral to the Decision Maker method :



Located the Top person , pitch the '*Big Idea*' to them - Book Meeting .

- Mention you were talking with name drop 1 and name drop 2 (Vm. L-in, Email)



2nd Step

- Mention you were talking with their colleague and it was suggested that we talk ..?
- Ride the wave upstream



1st Step

- Locate Low Level person to gather info
- Get the Referral & Nudge up-stream -leverage their name

2 –Key to expert Outbound New Business Development

Cushion them , make them feel comfortable that you're not trying to sell them something they don't want.

Right after your opening core message statement , say stuff like this :

Cushion/Humility statement

Option 1

And hey... I know you have your guard up when people call you unexpectedly and wanted to make you feel comfortable were just reaching out to you guys because we might **be a good fit from what I found on your website** and wanted to get your opinion and feedback on what we've created for your **peer group**

With your permission **would you give me another 120 seconds on the phone here** to see if there could be some synergy or common ground, I **promise I'll earn the rest**

Option 2

And hey.... I know you guys are most likely using another system, another solution, another process that you're probably happy with

9 times out of 10 when we meet **ALL** of our client initially

They always say **they're good and OK with what they have**, and after they view a 10 minute web demo *they're blown away* that we can----

“ Have all strategic & Operating plans in One place & Be able to align strategy , operations, unite teams , monitor progress & save a ton of time with automated reporting “

This insight has fueled us to reach out to organizations like yours and **share** 'what we've built'

'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-!_____ & ___B-2_____ in the next 60 days ..

Would you give me a 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)

Prepared by Murray Warren of Increased-Revenues.com

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 _____ ,

Opening statements

hey the reason for the call is we recently helped _____ to _____ **B1** _____ and remove problem _____. And I wanted to see if this may be of some help as well to your company

If you're not too busy can you **give me just 120 seconds on the phone here** to see if there could be a fit or if you're busy **can I get five minutes on the calendar later this week or next week !**

Another Option

Hey the reason for the call is that there could be a possibility we might be able to help your company to

But I need to just ask a few quick questions to be sure

Would you have a few minutes on Tuesday at 10:30 to discuss that or would now be a better time for you ?

Hey John it's _____ calling with _____ the reason for my call is that I saw that you're planning to (**Big trigger event, initiative, objective , press release**)

I have to imagine you're concerned about having a plan that will be **__huge Result__**

Our company has a lot of experience **building and designing projects exactly like** such as [REDACTED] and [REDACTED] and I've seen a lot of blowups and train wrecks along the way but mostly under whelming and underperforming results.



I have a few ideas that have really helped a number of similar companies, this could help you possibly to avoid some common disconnects and problems and holes in the road in the future ...

Can I ask just a couple quick questions

Existing relationship

Well I certainly know how that is and I'm not here to come between you and that relationship. **But hey everything changes, decisions aren't engraved in stone as you know.**

And if something should change between how you are doing things now it's always good to have done your research in advance so you have a back up and not be scrambling later

I totally understand and know that every now and then **initiatives change sometimes** you might need a **lower price** to make things work, or a **variety of different products** who knows. The point is that **it's always good to know what your options are.**

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-!** 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 in 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 .

-- Yea they paid us \$ 100's of thousands of dollars to make this for them , and now **we can offer it to your company for a fraction of the cost**

We wanted you to take a look at it and ***get your opinion insight & 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 __P-1__ and __P-2__ and __P-3__

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 solid 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

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-3 of 2019

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**”

Use this at the end of **Step 5 when you – Go for the ‘Ask’**

Wow... thanks so much for the conversation your company seems to be exactly like many other similar companies we serve, such as

--name drop 1
--name drop 2
--name drop 3

They allowed us to throw our hat into the ring and **give them an alternate quote** on their '**Branded promotional products' and branded corporate uniforms**- and now they're saving average 20% across-the-board, getting way better quality and amazing turnaround time

I do business development over here at **Polar promotions** and It's my job to reach out to companies that would be a great fit for our organization and I think your company would fit perfectly ---- what I'd like to do is **see if could have the opportunity to ... throw our hat into the ring & quote on your business**

Cut Them Off at the Pass (Pull the send me info line out of brain before they say it)

Typically at this point almost all of our clients –ask us to send something over to them by email - . And we most likely can and we will do that...

But what we've heard so often from *our clients telling us is that* they need information that is **tailor-made and specific to their exact circumstances**, they just don't want generic information sent to them, plus we have over 10,000 products * I don't know what to send you)

..... I'm sure that's the same for you

Every time we send over generic information **that's not Tailor-made or SPECIFIC** it kind of shoots us in the foot & doesn't do anybody any good

We meet with our clients 2 different ways ---

- 1) We can have one of our subject matter experts pop by with some gorgeous samples to show you **some of the hottest, trending, branded promotional products for 2017 that are reaching a tipping point right now**
 - It would be a brief 10 minute exploratory meeting with no commitment or obligation at all
 - It's **purely a learning, exploratory session**
- 2) if your schedule doesn't permit we could schedule just a **five-minute Discovery call with one of our subject matter expert's** in the next week , how about Tuesday @ 10:30 or Wednesday @ 2:00 -- All we'll need is maybe five minutes

-- They can have a quick conversation , find out specifically what you're looking for & then send over the appropriate , tailor made information for you

Which would you prefer ?

Another version

Squash the send me some information line

“ Typically at this stage most clients want us to send them over some information .



What we have found by our clients telling us is that , they get about 160 e-mails per day, they're super busy at their E-mail in-box– and if we send over **generic information that's not tailor-made to their exact specific needs and circumstances** , it's going to bring up questions .. Those questions needs some answers and if we're not there to answer them.. **it kinda shoots us in the foot"**

I know you're busy and respect your time. We've prepared a 15 minute Multi-media , really visual Executive Web Briefing,

it's right over the Internet –that will quickly determine if our solution will be of value to you. **I guarantee this will be time well spent**

– it will present the key features, a tour of the Best Practice 'Formula 1 Process ' and an overview of how we can **eliminate your #1 and # 2 pressing burning issues** and **how you can put on World class events way easier, with less time , less budget and have your team look like Atlas holding up the World. –**
(See how you refresh all of the benefits they will get at the meeting, making this so enticing...)

We would love to show you this to see you to see what resonates with you and get your professional opinion on our value proposition ...

How does your calendar look for this week or next?

I have a few time slots open this week on Thursday or alternatively we could do next Tuesday at 10:30 – which of those would fit better for you busy schedule?

“ 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**

Another version

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**, **Marijuana would be legal** or **Donald Trump president ?**. --? (beware could be inappropriate)

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 ...**should your needs change in the future , down the line.**

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..** Give me 6 minutes , I promise I'll earn the rest

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 !!" – 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 2019 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,

" Do you guys have pretty good high speed broadband over there ...? (they always say YES .)

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 _____ ?

R “ 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**

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 a 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** such as :

- _____
- _____

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 lightly, 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 Cold Approach REFERRAL template

Hi (prospects name) I'm grateful to get your help for a minute... 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.** In my pursuit of this I also emailed **colleague 1** and **colleague 2** . If it's yourself fantastic would you have 5 minutes for a quick call ?, If not , whom would you suggest I might talk with ?

Thanks' so much for steering me in the right direction
Cheers

PS – Just read that press release on how you guys are **blah, blah, blah** ..that is so awesome...

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}

