



Welcome To **Sales Kickoff** **20+18**

A Live Training Event by Art Sobczak

A woman with short brown hair, wearing a grey pinstriped blazer over a white blouse with a bow, is sitting at a desk. She is smiling and holding a black telephone receiver to her ear. In her left hand, she holds a red pen. The background shows an office environment with a red bulletin board and a window with a view of a building.

Prejudge
Positively

Lesson

Learned



Getting Replies to Your Messages



Assuming “no interest”

“Mike, I’m a bit confused since I haven’t had a reply after several attempts, and after our previous call where you were interested in____. If I don’t hear back I’m going to just assume that (saving money, making money) on your ____ is not a priority right now. Hoping I’m wrong. If so, just please call me back at ____, or reply to the last email I sent.”



Deadlines

“Pat, a quick reminder that the special pricing in the proposal are good until the end of the week. At that point they go back up. I know you said you wanted to take advantage of that savings, so please call me at _____”



Scarcity

“We had talked about you taking advantage of the special release of the Reserve collection since you felt it would appeal to your audience. We’re down to the last 10% of the supply, and I’d hate to see you miss out...”



Negative Consequences

“You had mentioned that you wanted to get the training done in Q1, and we’re already pushing that because of the planning and development time involved. We can still do it, but I will need to hear from you this week...”



Moving Forward Anyway

“Dave, I’d still like to speak with you about the plan you’re on that renews next week. There are a couple of options we introduced this year that could be of value to your team and it would be great if we could discuss them. Please call me at _____, or email me with several time options that work for you. If I don’t hear from you, your existing plan will renew as scheduled.”



An Opening to Break the Ice

A background image showing a hand holding a telephone receiver, with a desk, keyboard, and papers visible in the background.

“Hi Mr. Prospect.... I know when you came into work the first thing on your agenda likely wasn’t your office cleaning, and you probably get lots of calls from people who want to be your vendor. However, let me tell you why I’m calling.”

Ensure your messages contain



“I saw your sponsored posting for your webinar, and actually attended it. Since you're targeting salespeople who want to be better at LinkedIn, we have an audience you might not be reaching now, that would likely be very responsive to your offer. I'd like to find out more about who specifically you're targeting to see if it would make sense to talk further.”

Call



"I'm _____ with _____. We are a freight shipper, and I'd like to come out and take some of your time to explain what we do."

"Hi _____ I'm _____ with _____. I understand you do quite a few less-than-truckload shipments. We've worked with a lot of traffic managers in the (fill in the industry) to help them get the best rates and on-time deliveries with no hassles. Depending on what you ship, and to where, it might be worth our time to talk. If I've reached you at a good time, I'd like to ask a few questions about your requirements to see if I could provide you some information."



**“HOW WOULD _____ HELP YOU
TO/AFFECT _____”**

**"How would having your sales
reps be more confident in what
they were saying and picking up
the phone to prospect more
affect your team hitting their
numbers?"**

"How would streamlining your order entry from going through five screens to just one help you lower your abandoned cart rate and complete more of the sales that are started?"



— T H E —
ASK METHOD®

1. What they don't want.

2. What they have done before.

“What criteria did you use the last time you awarded the contract?”

“What do you want to avoid with the provider you ultimately choose?”



Find the “why” for the answer

And then, the “why” for the “why”

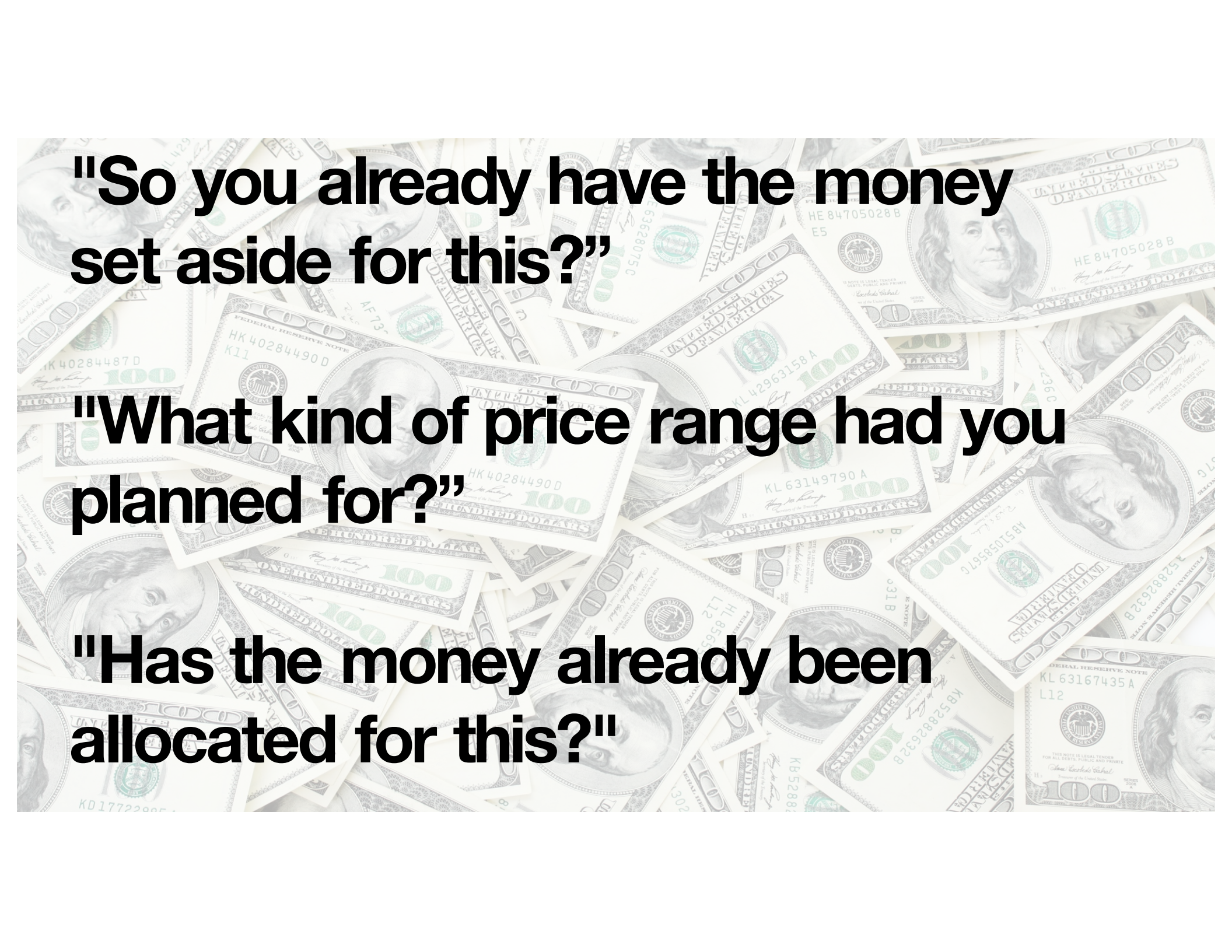
Continue

**“What would
excite you about
achieving that?”**





Money Questions



**"So you already have the money
set aside for this?"**

**"What kind of price range had you
planned for?"**

**"Has the money already been
allocated for this?"**

The background of the image is a dense, overlapping collage of US one hundred dollar bills. The bills are shown at various angles, creating a textured, layered effect. The green and white colors of the currency are prominent, and the portraits of Benjamin Franklin and other figures are visible. The text is overlaid on this background in a large, bold, black font.

"I'm assuming the funds have already been approved for this?"

"If you decide this is what you want, is the money available to you?"

"Is there anyone else who would have to sign off on the money part of this?"

The background of the entire image is a dense, overlapping collage of US one hundred dollar bills. The bills are oriented in various directions, creating a textured, financial backdrop. The text is overlaid on this background in a large, bold, black font.

"For what size/model/number has money been approved for?"

"How were you planning on financing this purchase?"

"So if I understand what you're saying, the money part has already been approved...it's now just a matter of where you're going to spend it?"

A Listening Problem:

**Questioning Habitually and
Unconsciously**



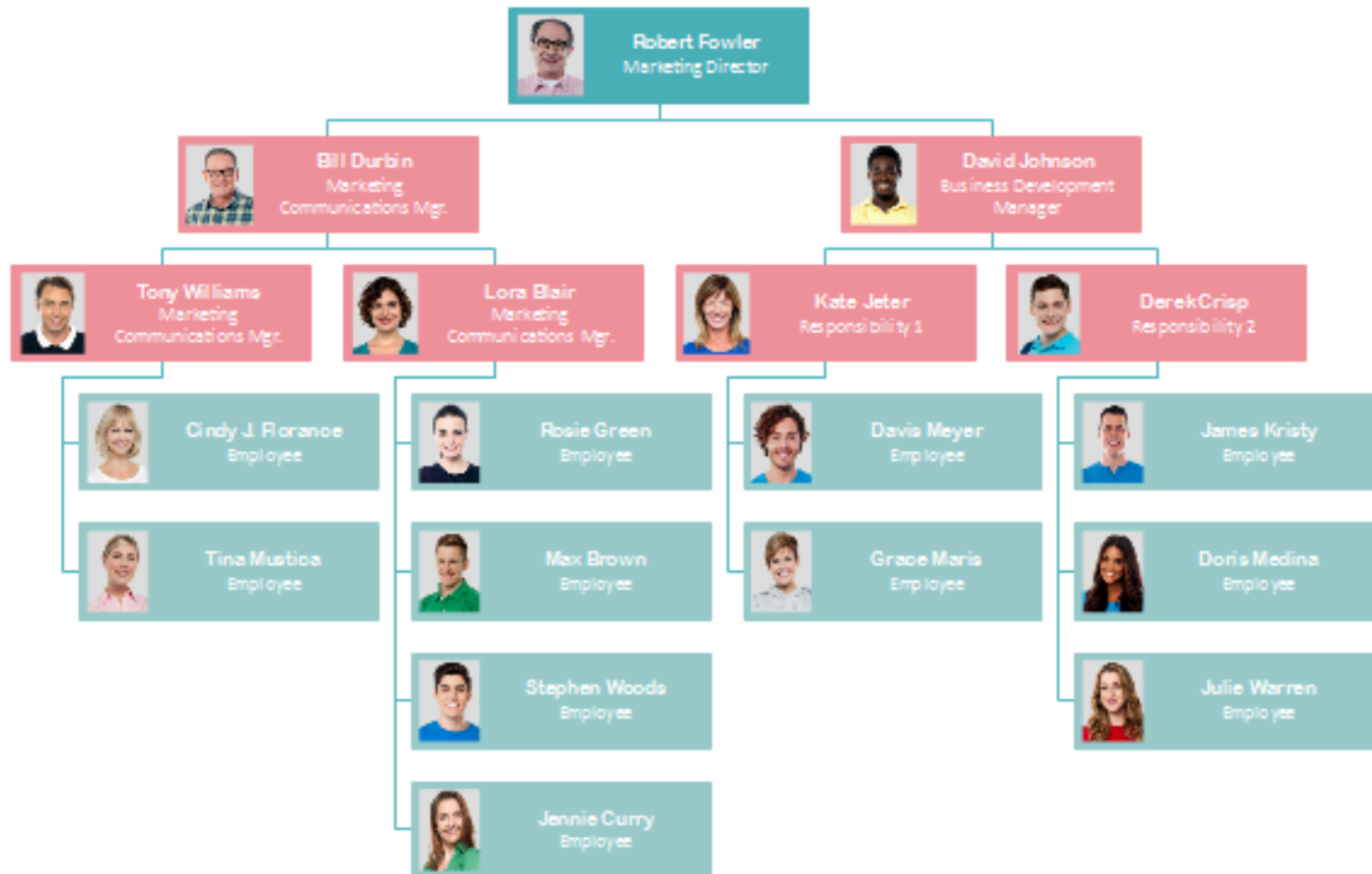
Change your listening mindset

Prepare to hear the answer

Write down their emotional words

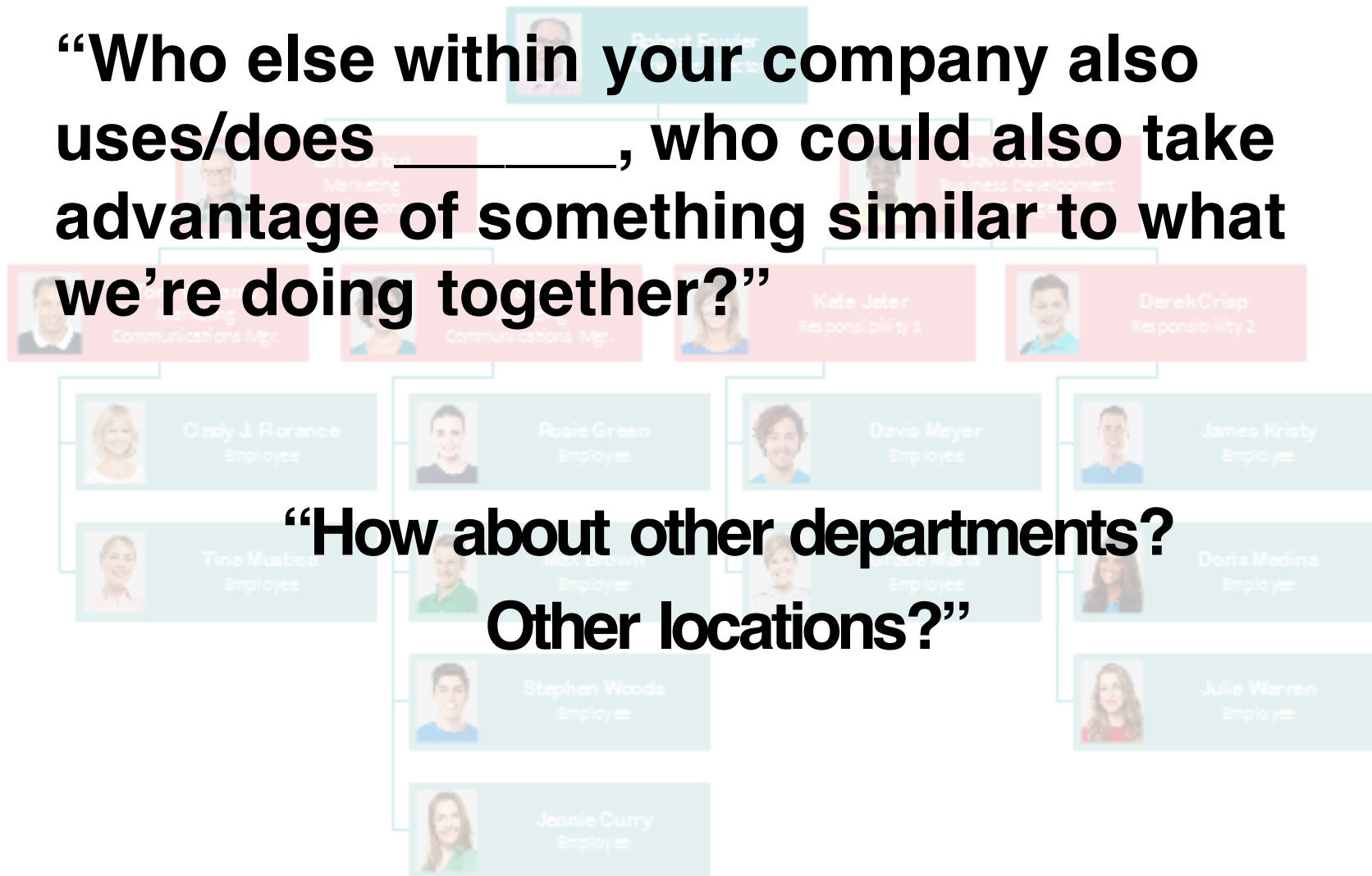
Respond with deeper questions





“Who else within your company also uses/does _____, who could also take advantage of something similar to what we’re doing together?”

**“How about other departments?
Other locations?”**





“This really may not be right for you...”

“This isn't for everyone...”

“I'm not quite sure that you're in the right place now for what I'm offering.”





**Address Concerns
Before They Do**

A man with a beard, wearing a light blue button-down shirt and a dark tie, is seated at a desk in an office. He is holding a telephone receiver to his ear with his left hand and looking down at a laptop with his right hand. The background is a bright, slightly blurred office environment with windows. The text is overlaid in a bold, red, sans-serif font.

“I bet you are asking yourself...”

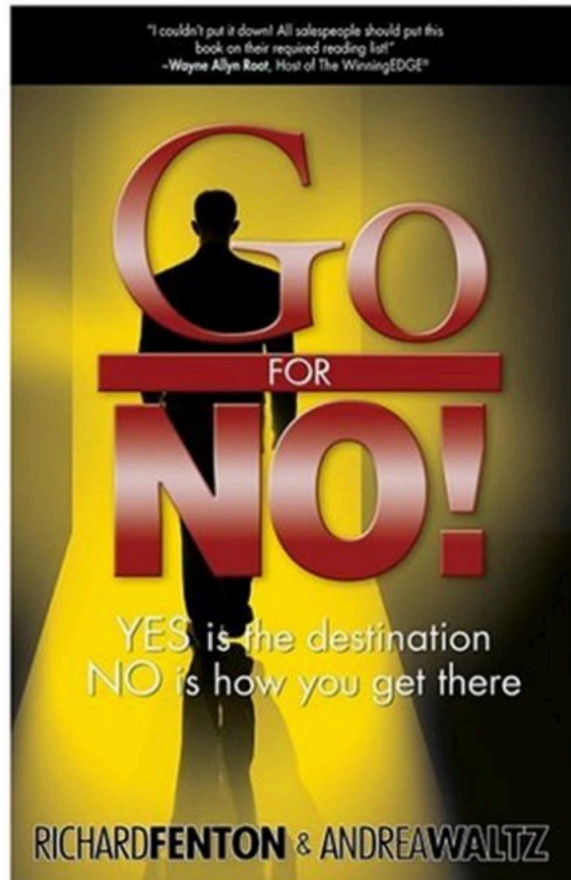
“You might be wondering...”

“You’re probably saying to yourself...”



“If you are concerned about...”

“A question many people have at this point is...”



Yes, You CAN Do Better Than That

(But it is NOT dropping your price)

“Yes I can do quite a bit better than that. If you get the three year program I can give it to you for just \$700 per year instead of \$850.”

Salvaging something
from a quick brush off



“I have the feeling I called you at a bad time the other day. I apologize. The purpose for my call was to run an idea by you that could potentially help you to (fill in the blank with some result they would be interested in). I’d like to ask you a few questions to determine if we have the basis for a conversation. Please call me at _____.”

**“What I say now
works for me.”**



“How **well am I doing that now?”**

“Am I 100% thrilled with my results?”



ARE

YOU

ASKING BIG?

THINK





**“If you do
enough small
things right, big
things can
happen.”**

John Wooden



“What would I do right now if I were 10 times bolder?”

The “Three Second” Rule

You need sales, but you don’t need any ONE sale.

**To further
deal with
any fear of
no's,
instead
focus on...**

**THE MOST
IMPORTANT
THING**

HARVARD UNIVERSITY



REJECTED

Warren Buffett

“The truth is, everything that has happened in my life...that I thought was a crushing event at the time, has turned out for the better.”

“...with the exception of health problems, setbacks teach lessons that carry you along. You learn that a temporary defeat is not a permanent one. In the end, it can be an opportunity.”



The Magic Questions

“What can I learn from this?”

“What good can I make from this?”

**Never
experience
“rejection”
again**



- **Stuff happening TO you in sales (getting no's) is inevitable, if you are placing calls. What HAPPENS to you is not rejection.**
- **Rejection is the definition that someone attaches to what happens to them.**
- **No one person or situation can cause you to feel rejected unless you allow it/them to.**
- **Change your definition of rejection so that it does not include getting a no on a call.**
- **After no's, ask yourself the two questions I presented earlier.**
- **Ensure you get a win on every call by accomplishing something, or even attempting something, regardless of how minor. This is what I call your Secondary Objective.**

**YOU
ARE
SPECIAL**

