

How to Successfully Prospect for New Business-- Without "Cold" Calling or "Rejection"



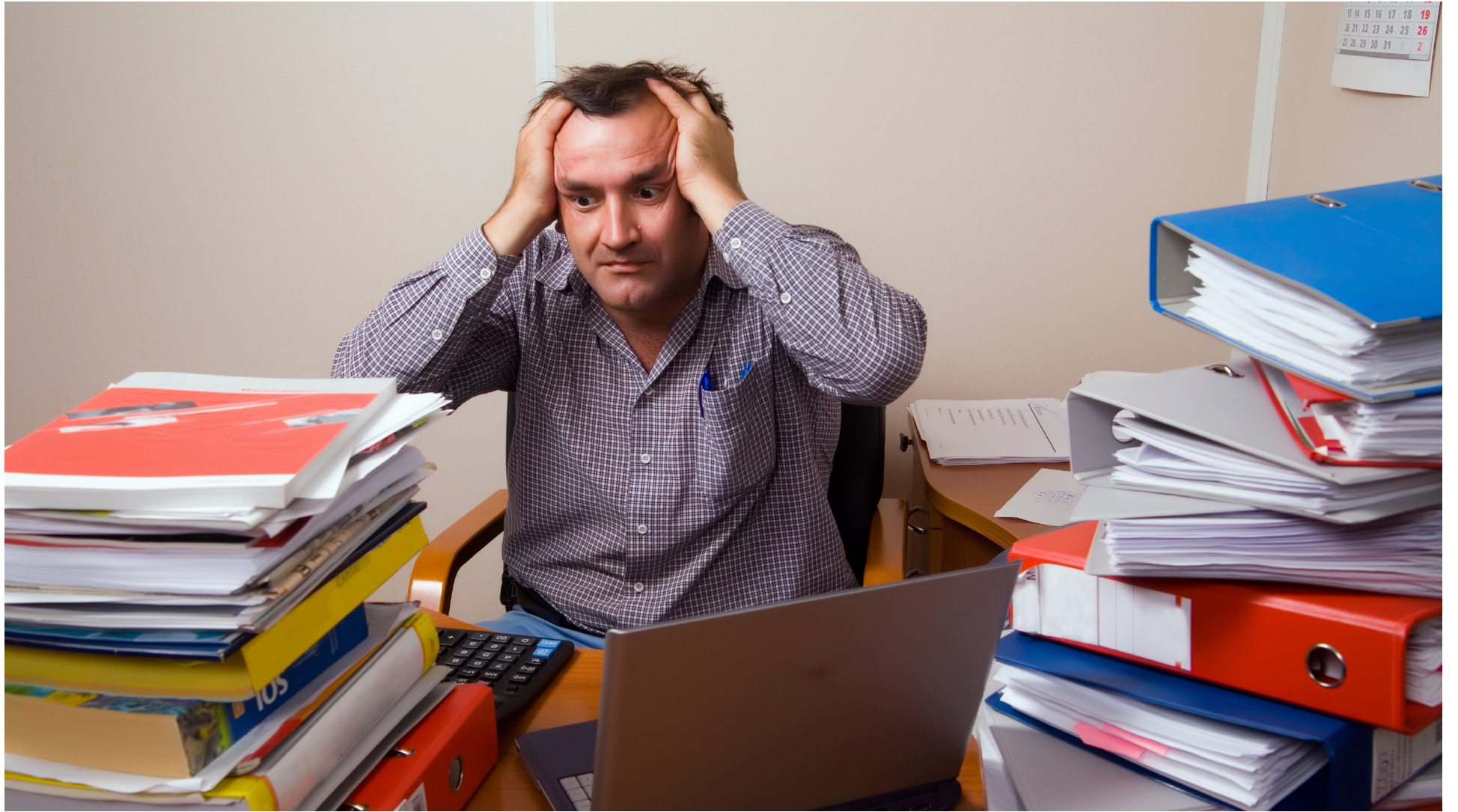
Presented By



Art Sobczak
Author Of "Smart Calling"

“Cold calling is dead.”

“The **cold is dead but
not the **CALLING.**”**



13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

People are **still buying**, and talking to salespeople who have a customized, tailored message.

They are talking to fewer salespeople, the ones who they see have **value**.



**What
SHOULD
we
say?**



**You need to be Smart with
your calling**

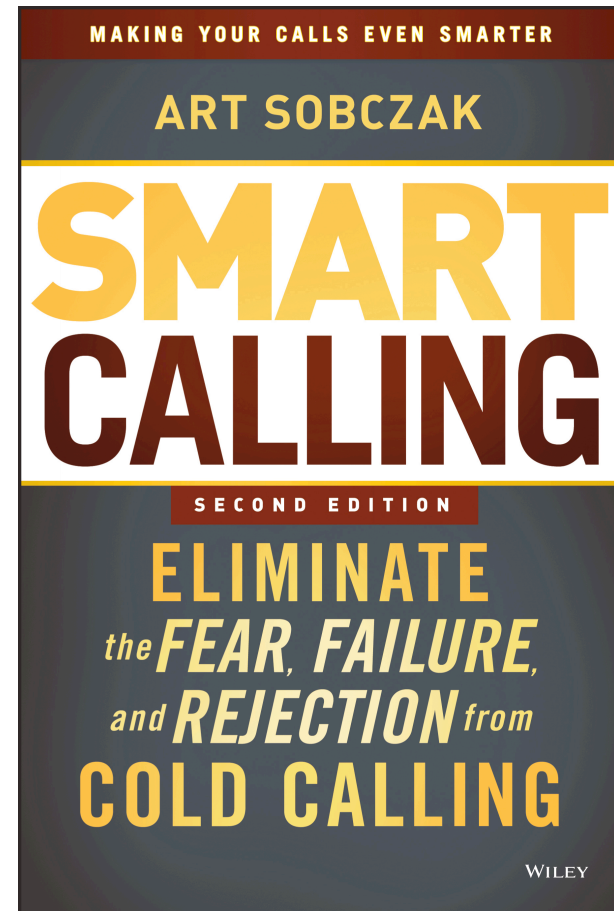
Pre-call Planning

- research, Social Engineering**
- identifying value**
- objectives**

Pre-decision Maker Conversations

- voice mail**
- screeners**

Your Interest-Creating Opening



Pre-Call Planning

Research

-Google, LinkedIn

SmartCallingIntel.com

SeamlessSmartCalling.com



Dumb Cold Call

No research

"Hi Pat. I'm Dale Stevens with Atlantic Associates. We provide internal communications training and I'd like to introduce our training program to you, see if you'd like to attend a webinar to learn more about our courses and how they help companies."

Smart Call

With research

"Hi Pat. I'm Dale Stevens with Atlantic Associates. I understand that one of your initiatives for the year is strengthening the communication and collaboration between your account management and production departments so you can increase your customer retention and order frequency. With another components manufacturer we were able to help them do exactly that and raise their retention by 55% in just six months and their reorder rate by 34%. I'd like to ask you a few questions to see if I can provide you some information." "



**SOCIAL ENGINEERING TO GATHER
EVEN MORE INTELLIGENCE**



- **Identify yourself and the company you represent**
- **Ask for help**
- **Use a justification statement**
- **Ask questions**

Social Engineering

“Hi, I’m Art Sobczak with Business By Phone... I’m going to be speaking with Dale Scott, and I want to be sure that what I have is going to be of value to him...I’d like to ask you a few questions.”

Your Possible Value Propositions

Pain avoidance, gain

EASE

Cutting/saving costs, time

How are you different?

Social proof: what have you done for others?

Your Possible Value Propositions

Is NOT the **thing** or **stuff** you sell

It is **ALWAYS** the

RESULTS

A 3D rendered figure of a person in a dark suit and red tie, sitting on top of the word 'RESULTS'. The figure has a white spherical head and is waving with its right hand. The word 'RESULTS' is written in large, bold, purple, 3D block letters.

Setting your call objectives

Your primary objective



How to never be “rejected” again



**Get a WIN on
every call**

Plant a seed



VOICE MAIL

Should be identical to your opening

**Leaves a
question in
their mind**





**ASSISTANTS, NOT
GATEKEEPERS OR
SCREENERS!**



Your Interest-Creating Opening

The background of the slide features a magnifying glass and a white marker resting on a surface covered with faint, overlapping text. The magnifying glass is positioned in the upper left, and the marker lies horizontally across the middle. The text is mostly illegible but includes phrases like "celebrates St. Patrick's Day", "Irish/American band", and "the other five members".

Opening Objectives

1. Positive, receptive frame of mind

2. Move to questioning

**Your Opening and Voice Mail
Fill-In-The-Blanks Template**

“Hi Pat, I’m Art Sobczak, President of Business By Phone. I saw your post in the LinkedIn Inside Sales Group we both participate in about looking for a prospecting workshop for your 2020 meeting. I specialize in working with sales teams that have new business quotas, helping them to use a proven prospecting process which means they are able to confidently get through to and sell to new buyers. Our most recent client has already opened up 10 new accounts in a week, more than they did the past three months. I’d like to ask a few questions to see if it would make sense to have a conversation.”



Opening Statement Review

Before


“Hi, I'm _____ with _____ Insurance Agency. We specialize in tailoring insurance programs for businesses in the oil industry. We can possibly get you higher limits of liability, include pollution at the same limit as the general liability, and do so at the same or lower premium than you are now paying. This program is exclusive through our agency in this region. Does saving money on your premiums sound like something that would be of benefit to your business? One of the main concerns that we find that oil related businesses have is with pollution coverage. Can you tell me, does your pollution coverage limit equal your general liability coverage limit, or is it lower?”

Opening Statement Review

After

“Hi, I'm _____ with _____ Insurance Agency. In speaking with one of your risk managers, I understand that your existing insurance policy has a lower-than-desired pollution coverage limit...We specialize in working with oil industry businesses, helping them get higher limits of liability, including pollution coverage at the same limit as the general liability, and usually doing so at the same or lower premium than they paid previously. This is something only we are able to provide in our region, and I'd like to ask a few questions to see if this may be of value to you.”





**To get the slides, a fillable
PDF of the template, and
the video...**

-leave your card,or

-email

Arts@Businessbyphone.com