

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

ART SOBCZAK'S  
**SMART**   
**CALLING**™



**A free source of  
Smart Calling Intel:  
Your Inbox**

## Automatic reply Out of Office

**Julie** [redacted]

to Art ▾

I am out of the office returning Monday 12/30. Please contact Meredith [redacted] or Ginger [redacted] if you need assistance.

[meredith.mickey@kellerlogistics.com](mailto:meredith.mickey@kellerlogistics.com)

[ginger.bever@kellerlogistics.com](mailto:ginger.bever@kellerlogistics.com)

Thank you!

**Julie** Wanstedt | Director of Marketing

KELLER LOGISTICS GROUP

24862 Elliott Road | Defiance, OH 43512

# Prospecting Fellow Alumni



# **Prospecting Fellow Alumni**

**Sending Something Before a  
Prospecting Call:**

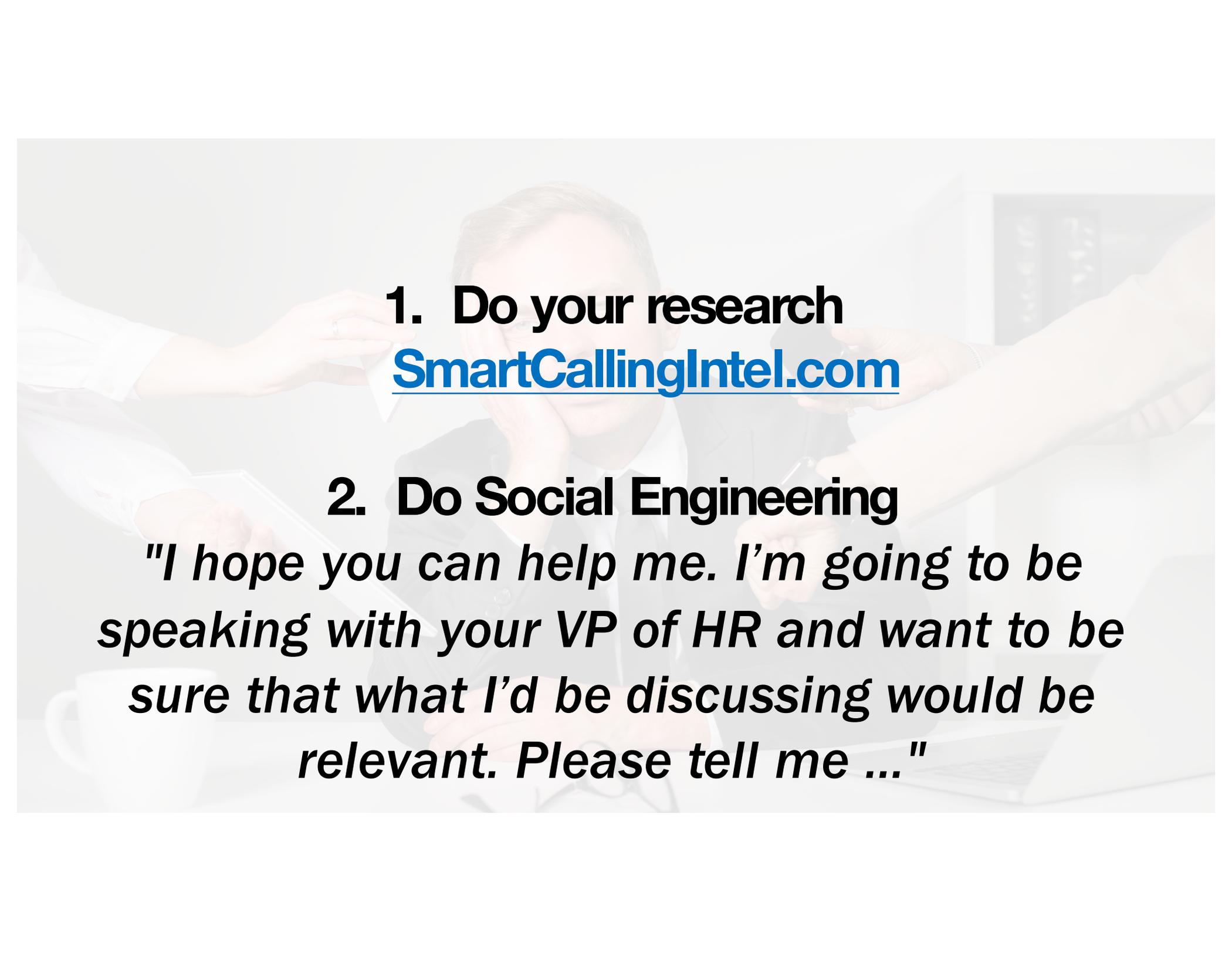
**Compelling, or Just Clutter?**

## **80's Version of Bad Prospecting**

**"Mr. Russell, I'm Rob Dunlap with Whatever Services. I sent you a letter and brochure last week, and was wondering if you read through that?"**

## **2020 "Social Selling," "Content Marketing" Version of a Bad Prospecting Approach**

**Voicemail: "Hi Bob, I'm Rob Dunlap with Whatever Services. I see we are both connected to Pat Ivory. I sent you an InMail with a link to our video on our IQC capabilities and would like to arrange an interactive web demo to go through our various options with you. When can I get 30 minutes on your calendar."**



**1. Do your research**  
**[SmartCallingIntel.com](http://SmartCallingIntel.com)**

**2. Do Social Engineering**

*"I hope you can help me. I'm going to be speaking with your VP of HR and want to be sure that what I'd be discussing would be relevant. Please tell me ..."*

### **3. Draft Your Preapproach Messaging**

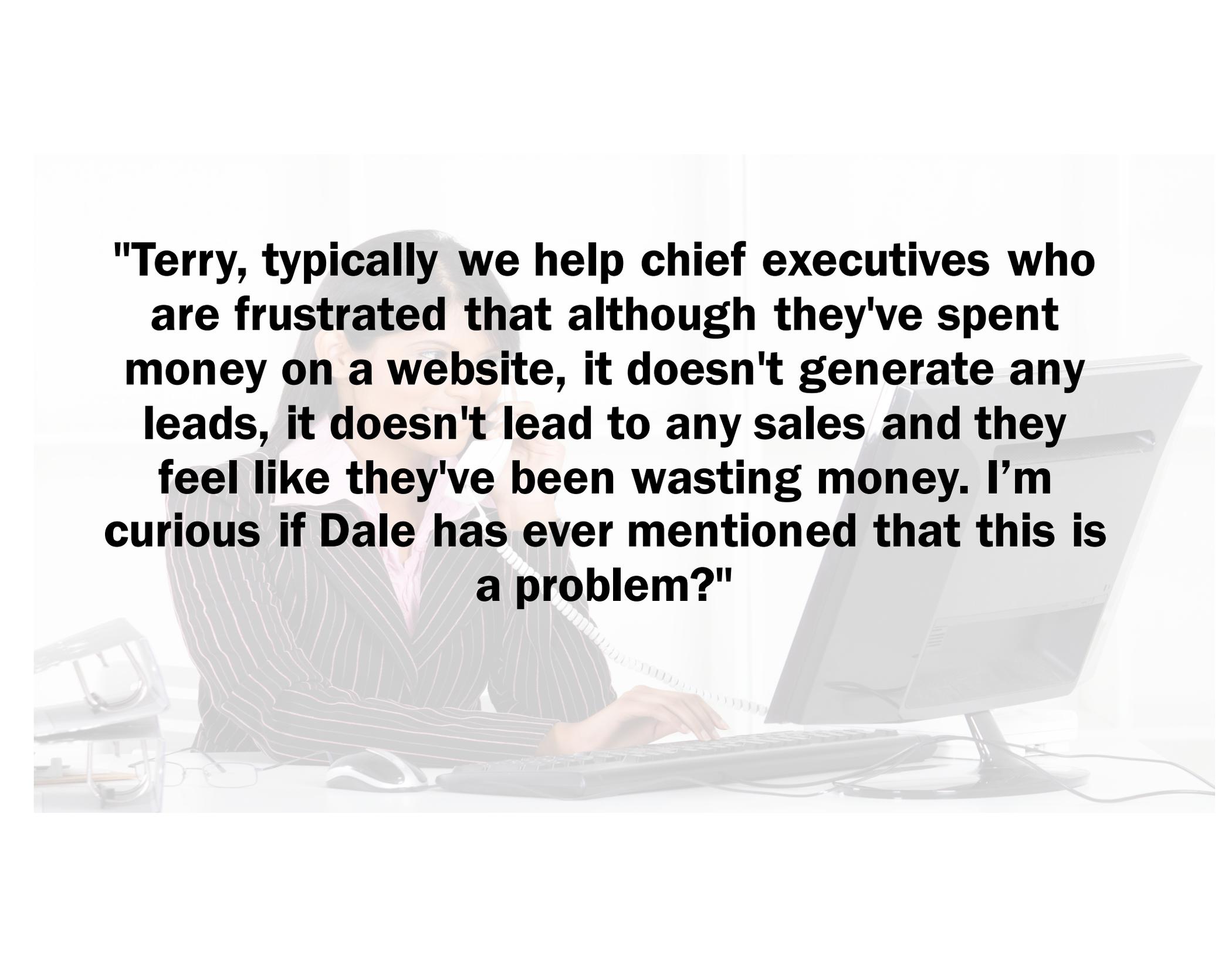
**“I saw your post in the Facilities Management group on LinkedIn. I understand that you are now in the process of considering an addition to your manufacturing facility and are looking for the latest energy-efficiency options. We compiled a resource list of just that, that another company in your industry used to reduce utility expenses by 30%. Here’s the link to it. If you have questions please let me know.”**

## **4. Make the Call**

**“Hi Pat, Rob Dunlap here with Whatever Services. I saw your post in the Facilities Management group on LinkedIn and I understand that you are now in the process of considering an addition to your manufacturing facility and are looking for the latest energy-efficiency options. As I mentioned in an InMail message to you, we recently helped another company in your industry reduce utility expenses by 30% If I’ve reached you at a good time, I’d like to ask a few questions about your plans to see if it would be of mutual benefit to discuss some of the various options for reducing energy expenses.”**

**Answering “What’s this in reference to?”**



A woman in a pinstriped suit is sitting at a desk, talking on a white corded telephone. She is looking towards the camera with a slight smile. In front of her is a computer monitor, keyboard, and mouse. The background is a plain, light-colored wall.

**"Terry, typically we help chief executives who are frustrated that although they've spent money on a website, it doesn't generate any leads, it doesn't lead to any sales and they feel like they've been wasting money. I'm curious if Dale has ever mentioned that this is a problem?"**

**The Alternative to  
“How are you?”**



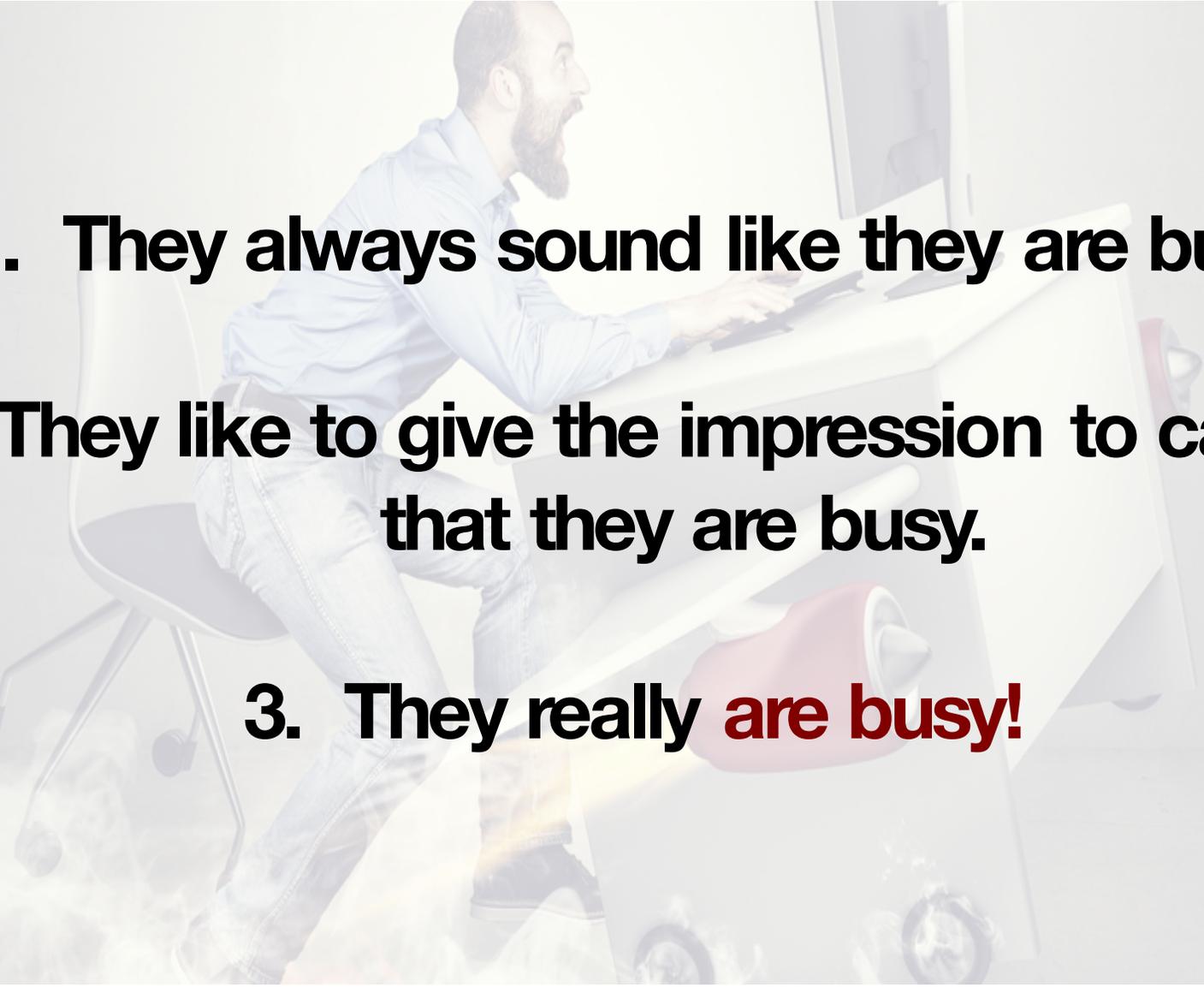
**“How have you been?”**

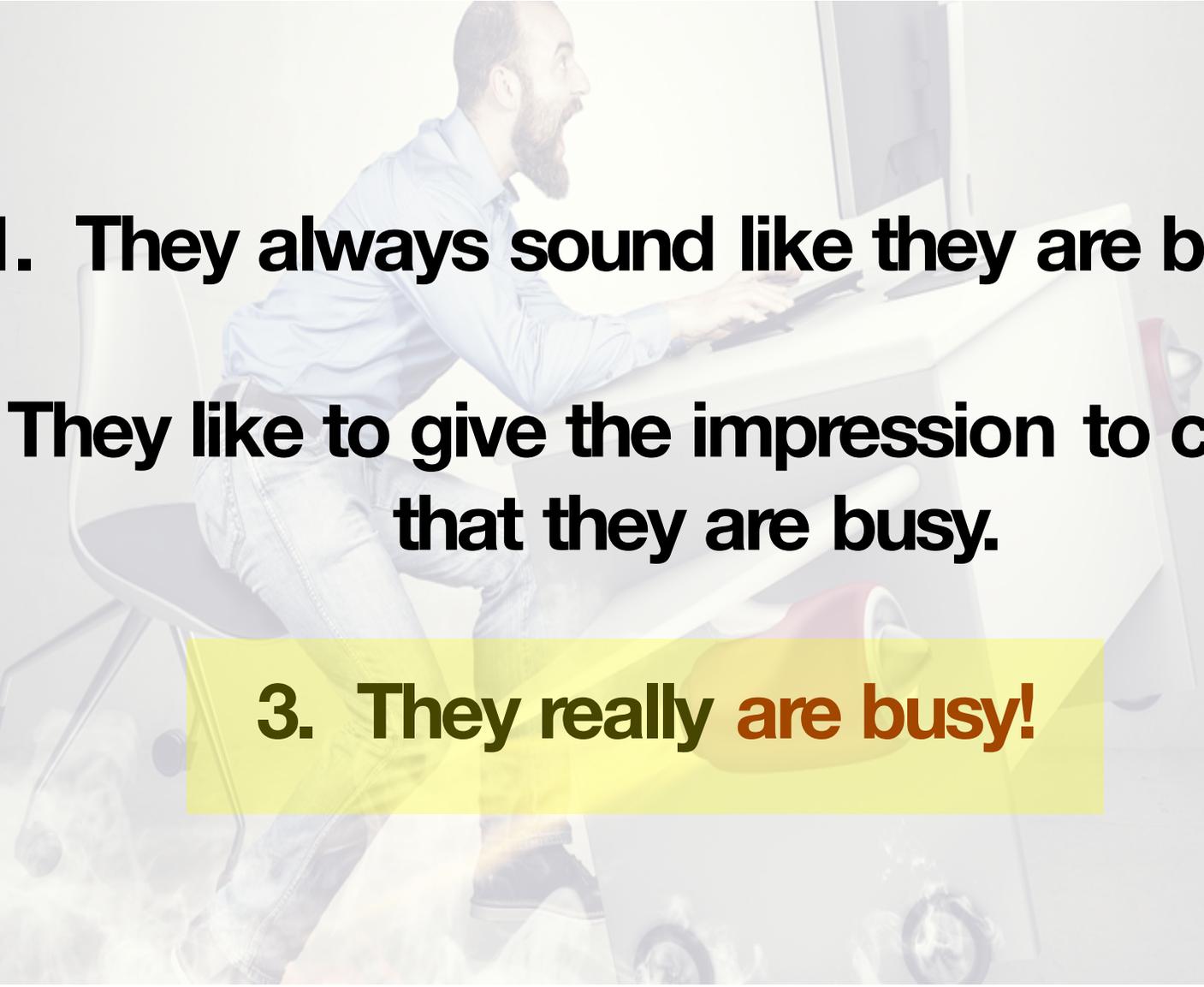
*After a standard Smart Calling opening*

**"Did I get your name right? is it pronounced, Sub-Check??"**





- 
- A man with a beard, wearing a light blue shirt and jeans, is sitting at a desk with a computer. He has a surprised or stressed expression on his face. The background is a plain, light-colored wall. The text is overlaid on the image.
- 1. They always sound like they are busy**
  - 2. They like to give the impression to callers that they are busy.**
  - 3. They really are busy!**

- 
- A man with a beard, wearing a light blue shirt and jeans, is sitting at a desk in a call center. He is looking towards the camera with a surprised or stressed expression. The background is a blurred office environment. The text is overlaid on the image.
- 1. They always sound like they are busy**
  - 2. They like to give the impression to callers that they are busy.**
  - 3. They really are busy!**



**KEEP  
CALM  
AND  
CARRY  
ON**



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

**Download at**

**[SmartCalling.Training/Kickoff](http://SmartCalling.Training/Kickoff)**



*Cold Calling (Without the Cold)*

## **OPENING AND VOICE MAIL FILL-IN-THE-BLANKS TEMPLATE**

Here are the components for an effective prospecting opening/voice mail, based on the Smart Calling process. On the following pages are suggestions for the phrasing you can plug in to build your own. Follow along with the video or audio training for a tutorial on how to put together the most effective messaging.

“Hello (their name), I’m \_\_\_\_\_ with \_\_\_\_\_.”

### **Connection (Messaging Component 1)**

\_\_\_\_\_

\_\_\_\_\_

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[SmartCalling.Training/Kickoff](https://www.smartcalling.com/training/kickoff)

## **MESSAGING COMPONENTS FOR THE OPENING/VOICE MAIL TEMPLATE**

---

Use these choices to fill in the blanks, or modify them and come up with your own.

### **1. CONNECTION**

Here is where you use your Smart Call intelligence you had gathered by doing your research, social engineering, LinkedIn work, if you were referred, or anything that lets them know you are not just mass-calling everyone. Use these examples as idea-starters to customize your own.

"I was talking to \_\_\_\_\_ and I understand you/your organization is now \_\_\_\_\_"

"On your website I had seen that you are now \_\_\_\_\_"

"I saw your article in \_\_\_\_\_"

"I saw an article about your company in \_\_\_\_\_"

"I was talking to our mutual LinkedIn connection (name) who mentioned that you \_\_\_\_\_"

"A mutual acquaintance, (name) suggested I contact you...."

"I see that \_\_\_\_\_ is one of your major initiatives for the year..."

"I saw your post on \_\_\_\_\_"

"I heard that your company is now experiencing ...."

"I understand that your organization is in the process of \_\_\_\_\_"

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*Cold Calling (Without the Cold)*

## **OPENING AND VOICE MAIL FILL-IN-THE-BLANKS TEMPLATE**

Here are the components for an effective prospecting opening/voice mail, based on the Smart Calling process. On the following pages are suggestions for the phrasing you can plug in to build your own. Follow along with the video or audio training for a tutorial on how to put together the most effective messaging.

“Hello (their name), I’m Art Sobczak with Business By Phone .”

### **Connection (Messaging Component 1)**

I saw your post in the LinkedIn Inside Sales Group we both participate in about looking for a prospecting workshop for your 2020 meeting.

**Download at**  
**[SmartCalling.Training/Kickoff](#)**

**Specialty (Messaging Component 2)**

"We specialize in working with \_\_\_\_\_  
\_\_\_\_\_

**Their Possible Problem or Desire. (Messaging Component 3)**

"Who/that \_\_\_\_\_  
\_\_\_\_\_

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[SmartCalling.Training/Kickoff](https://SmartCalling.Training/Kickoff)

## 2. SPECIALTY

Here is where you describe the type of person, organization and/or situation where you have the best success. Examples include a title or position, ie. IT Managers, HR Directors, restaurant owners, Type of organization or entity, ie. independent insurance agencies, Family-owned businesses, dental practices, elementary schools, marketing departments, property managers, etc.

## 3. POSSIBLE PROBLEM OR DESIRE

Here you mention the problem that you solve—that they are likely experiencing— or their likely desired goal or result. For example...

“...who are looking for more targeted web traffic...”

“...who are having challenges keeping up with their customer service issues...”

“...that need a 24/7 option for their security monitoring...”

“... that experience more downtime than they’d like...”

“...who are considering the automation of their project management ...”

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[SmartCalling.Training/Kickoff](#)

### **Specialty (Messaging Component 2)**

"We specialize in working with sales teams

### **Their Possible Problem or Desire. (Messaging Component 3)**

"Who/that have new business quotas and might not be as confident in their prospecting as management would like.

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[SmartCalling.Training/Kickoff](https://SmartCalling.Training/Kickoff)

**Your Possible Value (Messaging Component 4)**

*Pain Avoidance*

**"We help them to** *(fill in with A. Minimization Verbs)*

**their** *(fill in with B. Undesired Noun)*

*(and/or)*

*Desired Gain/Result*

**"We help them to** *(fill in with C. Maximization Verb)*

**their** *(fill in with D. Desired Noun)*

---

**Download at**  
[SmartCalling.Training/Kickoff](https://SmartCalling.Training/Kickoff)

## 4. POSSIBLE VALUE

Here you describe what you help organizations/individuals gain or avoid. Of course you need to customize these to your prospect's situation and add the appropriate language. (This might not fit the exact wording in the template, so use your judgment for your own situation to make it conversational.)

### A. Minimization Verbs

save  
salvage  
free up  
consolidate  
minimize  
decrease  
cut down on  
eliminate get  
rid of  
reduce  
lessen  
cut  
lower  
soften  
slash  
shrink  
slice  
trim  
combine  
modify

### B. Undesired Noun

costs  
trouble  
difficulty  
problems  
restriction  
obstacle  
annoyance  
inconvenience  
time  
expense  
charges  
taxes  
waste  
hassle  
burden  
work  
drudgery  
labor  
effort  
paperwork  
bother  
worry  
anxiety

### C. Maximization Verb

strengthen  
intensify  
reinforce  
boost  
increase  
expand  
add  
grow  
maximize  
enhance  
create  
build  
ease

### D. Desired Noun

profits  
sales  
dollars  
revenues  
income  
cash flow  
savings  
time  
productivity  
morale  
motivation  
output  
attitude .  
market share  
image  
victories

## Your Possible Value (Messaging Component 4)

### *Pain Avoidance*

**"We help them to** *(fill in with A. Minimization Verbs)*

avoid

**their** *(fill in with B. Undesired Noun)*

call reluctance and rejection,

*(and/or)*

### *Desired Gain/Result*

**"We help them to** *(fill in with C. Maximization Verb)*

increase

**their** *(fill in with D. Desired Noun)*

numbers of quality calls, appointments and sales... using a proven conversational prospecting process.

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[SmartCalling.Training/Kickoff](#)

## End Result (Messaging Component 5)

“This results in...” or “What this means is...”

|

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[SmartCalling.Training/Kickoff](https://SmartCalling.Training/Kickoff)

## 5. END RESULT

Discuss the outcome, what it means for them, or what actually happened with your customers. Quantify at every opportunity.

**“For our clients this has resulted in gains ranging from 10%-50%.”**

**“What this typically means is an overall decrease in turnover, in some cases up to 80%.”**

**“And the final outcome is a workforce that is more motivated and productive.”**

**“...most of our clients double their conversions after using the program.**

## **End Result (Messaging Component 5)**

**“This results in...” or “What this means is...”**

reps being more confident in their calling, and having a consistent, predictable pipeline.

## Transition to Questioning (Messaging Component 6)

"I'd like to (*E. Action Verb*)

to (*F. Ending Phrase*). |

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[SmartCalling.Training/Kickoff](https://SmartCalling.Training/Kickoff)

## 6. TRANSITION TO QUESTIONS

### *E. ACTION VERBS/PHRASES*

"Discuss your situation..."

"Ask a few questions about..."

"Review what you are doing now for..."

"Go through your requirements for..."

"Find out about ..."

### *F. ENDING PHRASES*

"To see if I could provide you with some information..."

"To see if you'd like more information..."

"To determine if we might have a reason to speak further"

"To see if this could be of value to you ..."

"To see if we have some options that would be worth taking a look at..."

---

## Transition to Questioning (Messaging Component 6)

"I'd like to (*E. Action Verb*) ask a few questions

to (*F. Ending Phrase*). see if it would make sense to have a conversation.

---

Download at  
[SmartCalling.Training/Kickoff](https://SmartCalling.Training/Kickoff)

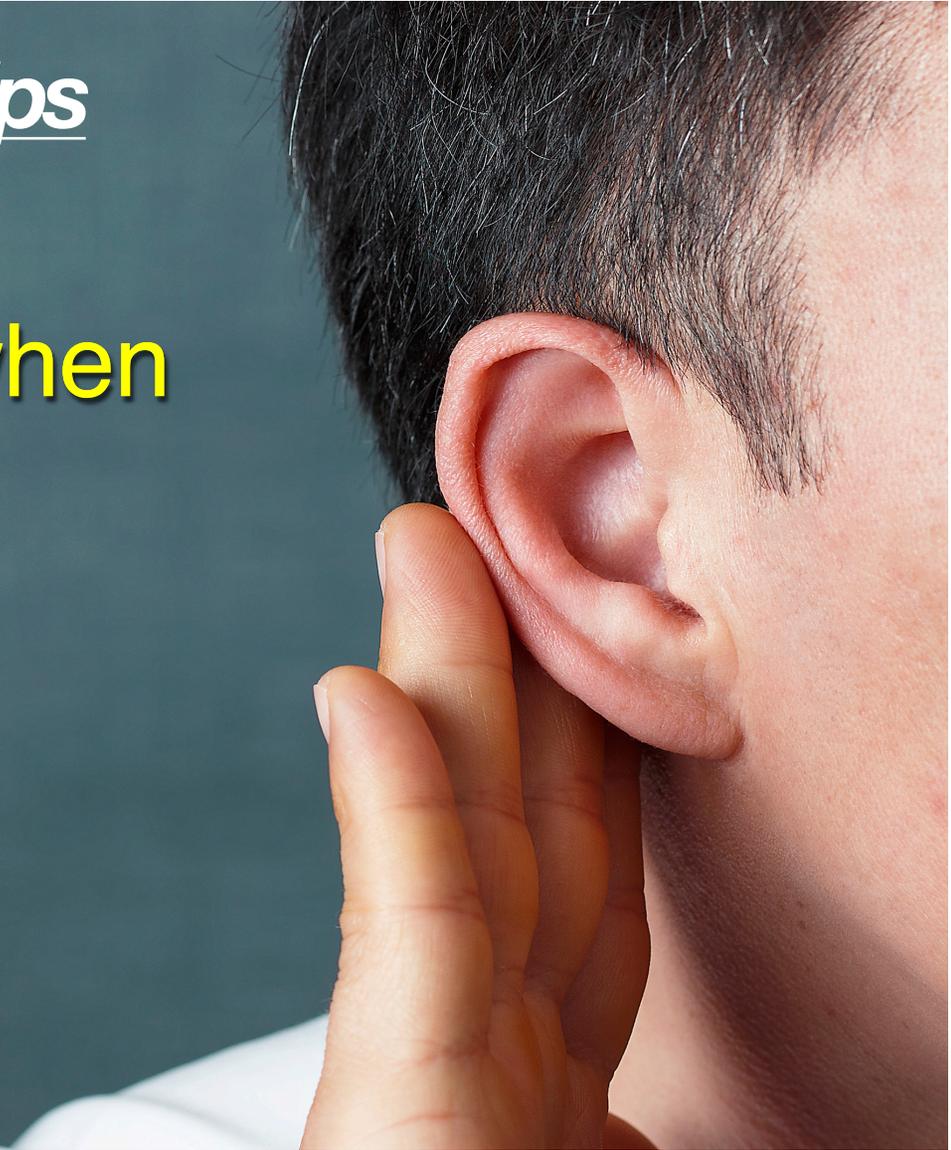
**“Hi Pat, I’m Art Sobczak, President of Business By Phone. I saw your post in the LinkedIn Inside Sales Group we both participate in about looking for a prospecting workshop for your 2020 meeting. I specialize in working with sales teams that have new business quotas and might not be as confident in their prospecting as management would like. I help them avoid call reluctance and rejection, and increase their numbers of quality calls, appointments and sales... using a proven conversational prospecting process. This results in reps being more confident in their calling, and having a consistent, predictable pipeline. I’d like to ask a few questions to see if it would make sense to have a conversation.”**

Download at  
[SmartCalling.Training/Kickoff](https://www.smartcalling.com/training/kickoff)

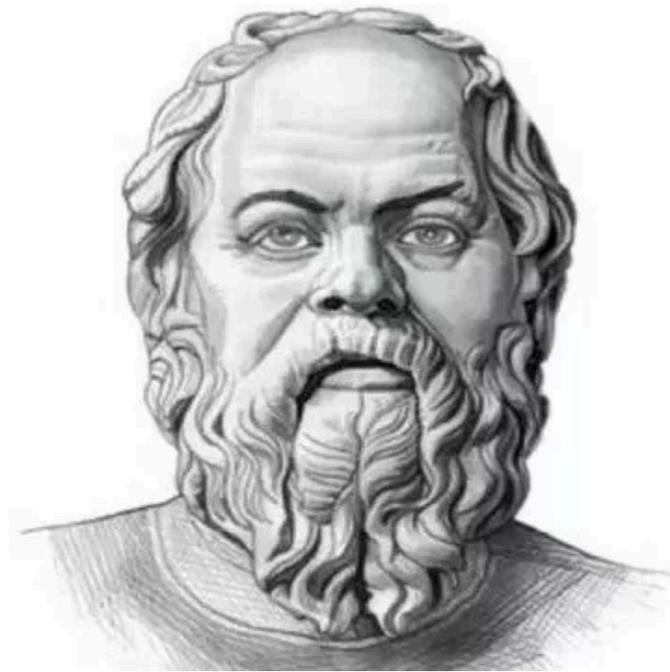
## *Effective Listening Tips*

Listen extra carefully when they list numbers.

Ask for numbers.



# The “Socratic Opener” for Your Web and In-Person Meetings

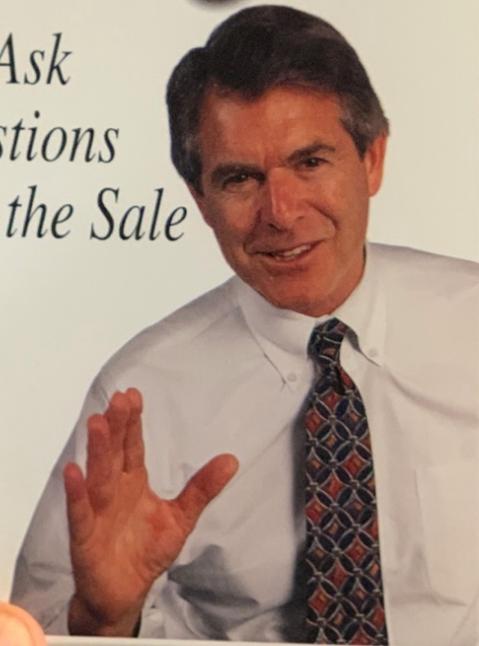


# Socratic Selling

*How to Ask  
the Questions  
that Get the Sale*

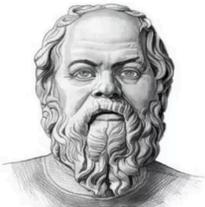
**Kevin  
Daley**

with  
**Emmett  
Wolfe**



## The “Socratic Opener”

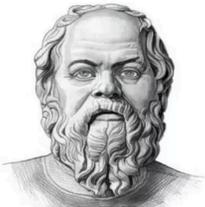
**“Mike, I’m prepared to talk about (the result/benefit they were interested in and what you had discussed on the first call). If you could give me your perspective on that, we can focus the meeting on what interests you most.”**



## The “Socratic Opener”

### 1. Saying You are Prepared

**“Mike, I’m prepared to talk about (the result/benefit they were interested in and what you had discussed on the first call....”**



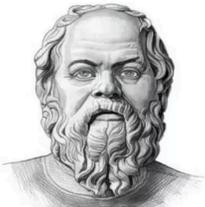
## The “Socratic Opener”

**“I’m ready to discuss...”**

**“I could start by explaining...”**

**“Some people might start out by going in a presentation about (result/benefit) and I certainly could do that...”**

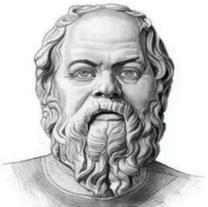
**“I’m prepared to talk about many of the reasons that others have taken advantage of (benefit/result)...”**



## The “Socratic Opener”

### **2. Invite the Prospect to Speak**

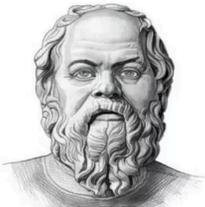
**“...If you could give me your perspective on that...”**



## The “Socratic Opener”

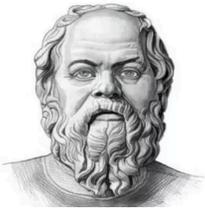
### **3. Offer an Immediate Benefit**

**“...we can focus the meeting on what interests you most.”**



## The “Socratic Opener”

**“Mike, I’m prepared to talk about (the result/benefit they were interested in and what you had discussed on the first call). If you could give me your perspective on that, we can focus the meeting on what interests you most.”**



# PRACTICE!

# Positioning Value When You are Not the Giant

*"Because we are not Oracle."*

*"Because we are NOT Amazon."*

*"Because we are NOT Costco."*

*"Because we are NOT (fill in with the name of the  
"Goliath" of your industry)."*



**Responding to**

**“We already work with someone”**

*“I am so happy to hear that! Does that person solve all of your business challenges? If not, I can share a quick story where I doubled a company’s revenue in under 2 years and could do the same for you. Can I come by tomorrow to discuss?”*

**What?**

## **Why might someone say this?**

- 1. It's a Resistant Reflex Response**
- 2. They are working with someone and it's an easy answer.**

**Get them talking.**

# **What you do NOT want to do:**

**1. Argue**

**2. Pitch**

# **Soften them...**

***“Not a problem.”***

***“I hear that a lot.”***

***“That’s OK.”***

***“Almost everyone I talk to is already working with someone.”***

# Question

***“What do you do in situations where you need same-day delivery on an essential part that is holding up your line?”***

***“How are you dealing with the issue of \_\_\_\_\_?”***

# **The “Backup Plan”**

***“What is your Plan B in case of an emergency?”***

***“When stuff hits the fan, what is your contingency?”***

# **Ask What They Did Before**

***“What criteria did you use when you selected them?”***

***“How did they happen to become your main source?”***

***“When do you do your annual review to be sure you are getting the best competitive market price?”***

***“Well, if anything ever happened with them, and you were in a bind, would you consider us as a backup if you needed one?”***

***“Hey, I totally get it ... I got into this profession to challenge the status quo and help you improve your business. Are you confident enough in your current provider to get a competitive look at the solution?”***

***“If we were able to give you the same, great quality product/service, if not better, and at a lower price, would you be interested in speaking with us at a later date?”***

***“Many of the strongest and longest client relationships I have started with that exact same sentence.”***

# Using a “Micro-Commitment” in the Objection-Handling Process

## **1. Soften them...**

*“That’s an interesting point. Let me get a good understanding of it ...”*

*“Tell me more about that... ”*

# Using a “Micro-Commitment” in the Objection-Handling Process

## 2. Isolate the Main Reason

*“Let’s take that out of the picture. Would we be the ones you’d choose?”*

*“Let’s look at this a different way. Looking at us compared to the others, what would you say would be the more comprehensive choice for you?”*

*“If you didn’t use that as one of your criteria, would we be the ones you’d choose?”*

*“If we completely took that out of the discussion, then where would we be?”*

# Using a “Micro-Commitment” in the Objection-Handling Process

## 3. Doubt-Creation Questions

***“How often in the past month have people called and asked for this type of product and you’re not able to provide it?”, or,***

***“What situations have you had where someone called and asked about a product like this, but they didn’t come in because they found out you didn’t have it?”***

# Using a “Micro-Commitment” in the Objection-Handling Process

## **4. The Micro Commitment**

***“Are you open to an idea?”***

# Using a “Micro-Commitment” in the Objection-Handling Process

## 5. Recommend Again

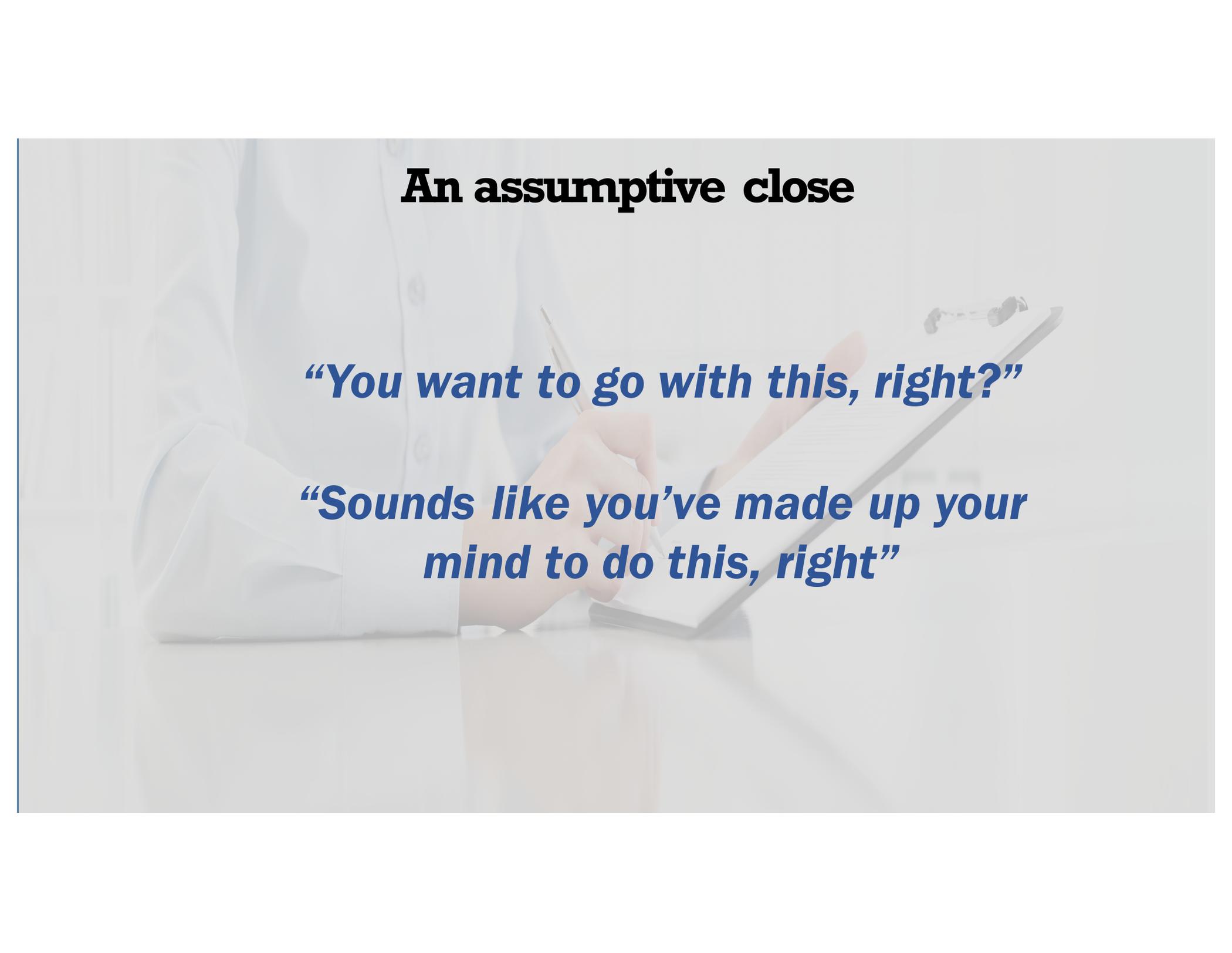
*“So Mike, based on the math we just did here, it looks like your total cost of ownership would be less with our system, since you feel it will give you a greater return over the longer life of unit, and you won’t have the out of pocket maintenance expenses. Given all of that, let’s go ahead and move forward with it.”*

## **A Trial Closing Question**

***“What else will you need to make a decision to go with this program?”***

## **A Conversational Close**

***“Sounds good?”***

A person wearing a white lab coat is shown from the chest down, holding a clipboard with a pen. The background is a light, neutral color. The text is overlaid on the image in a bold, blue, italicized font.

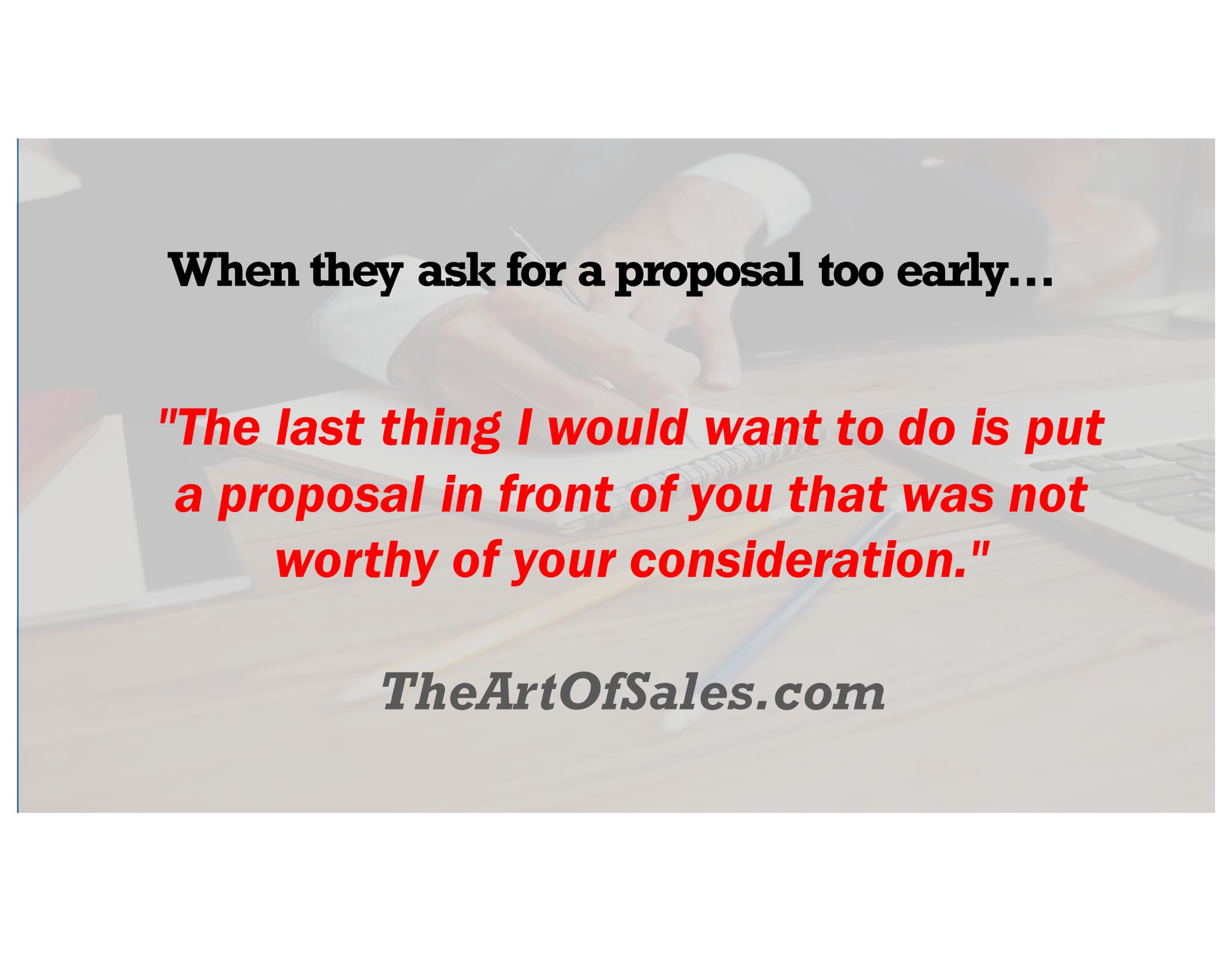
## **An assumptive close**

***“You want to go with this, right?”***

***“Sounds like you’ve made up your mind to do this, right”***

## **A Simple Resistance Response**

***“That’s OK.”***

A person in a white shirt is writing in a notebook on a desk. A laptop is open to the right. The scene is dimly lit, with the person's hands and the notebook being the primary focus.

**When they ask for a proposal too early...**

***"The last thing I would want to do is put a proposal in front of you that was not worthy of your consideration."***

***TheArtOfSales.com***

**Are you 100% satisfied with where you are right now?**

**It's always a result of ourselves.**

**Where you want to be is NOT  
reliant on past choices.**

**It is a matter of BEing the person  
who does the things, consistently,  
to get the results you want.**

**Think of someone right now who  
is, and has, what you want.**

**What changes to your identity  
would you need to make, to BE the  
person you need to be, to DO the  
things necessary to get the results  
you want?**

**How do you know  
what you can't do?**

**It's a false story you are telling  
yourself.**

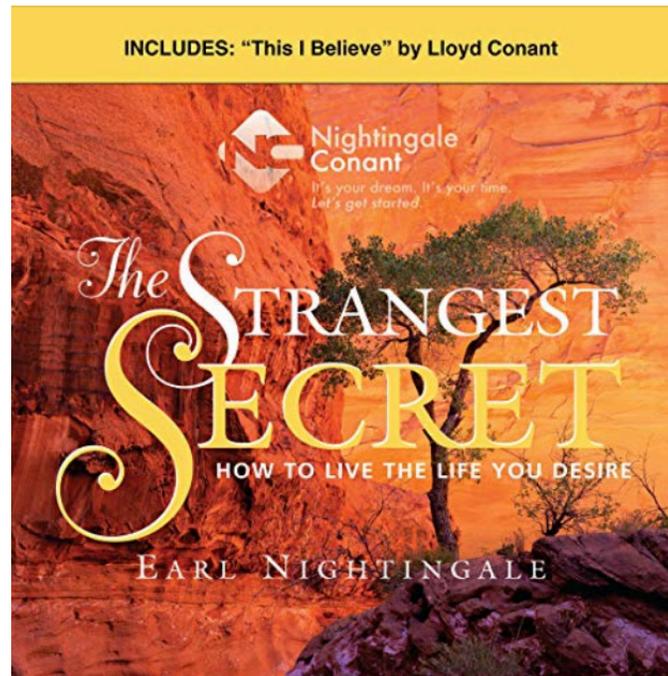
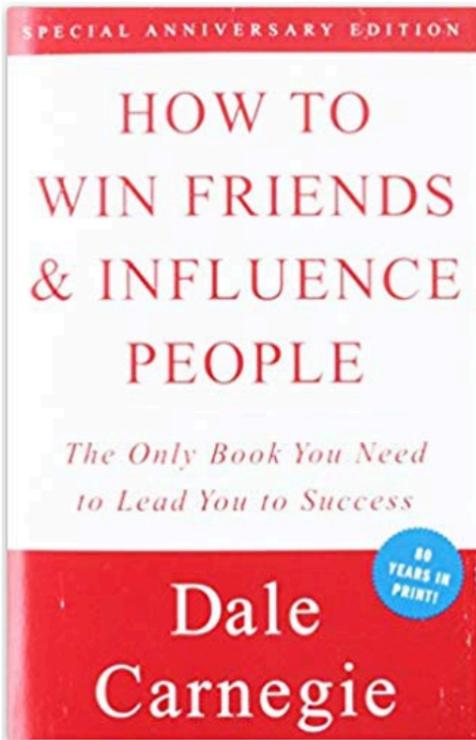
**What do I really want that up to  
this point I thought I couldn't  
achieve?**

**"Is (whatever fear/habit/limiting belief/story keeping you from your top revenue-producing activity) really more important to me than (your vision/life mission/major goal)?"**

**What do people do who have already achieved this?**

**What is the first step I need to take on the way to achieving this?**

**What are the next small steps I need to continue taking?**



*"Too many people today are like the man who stands in front of the stove and says, 'Give me heat and then I'll add the wood.' How many men and women do you know, or do you suppose there are today, who take the same attitude toward life? There are millions. We've got to put the fuel in before we can expect heat." Earl Nightingale*



**Putting in QUALITY activity.**

**Talking to humans.**

**The top salespeople are  
professionals who call, not  
hobbyists and sit back.**

**Who else is planning on making  
2020 an epic year?**

**2020 WILL be your best year ever!**