

# Sales Kickoff

20+17

**Presented By**



**Art Sobczak**  
**Author Of "Smart Calling"**



*Congratulations!*

**YOU  
ARE  
SPECIAL**



**PRIZES!**



**PRIZES!**



**PRIZES!**

**Choice of,**

**One-year free membership in my Smart Calling Inner Circle Coaching and Training program, \$828 price, unlimited value**

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# Pre-Flight Checklist

1. Have you mentally separated yourself from whatever activity you were previously engaged in?
2. Put yourself in a prospect/customer-oriented frame of mind.
3. What is the Primary Objective?
4. Concentrate on what you are about to say





THE

TALKING  
SPAM!™

Hello! I've got a message for you!

A hand in a light blue shirt sleeve is holding a grey telephone receiver. The receiver is held above a grey telephone base station with a keypad. A coiled cord connects the receiver to the base. The entire scene is set against a white background with a subtle reflection of the phone and hand below.

**To differentiate,  
go low-tech**



James Smith  
551 W. Main Street, Apt. 6  
Example City, CA 10011

Mrs Polly Jones  
c/o Henry Roth  
PO Box 778  
Example City, IA 90099

# Getting Response With Email

**The PS**

## Example

Hi Mike, a mutual acquaintance, Doug Stevens at Grande Industrial felt it would be beneficial for us to connect.

We helped him to cut his processing times and associated labor costs by 20% on commercial projects and he mentioned you might have interest in those types of numbers.

I'll give you a call Friday morning, or if there is a better time please just hit Reply and give me a couple of choices that work for you. Or if you'd like to speak before then, here's my mobile 555-555-5555.

Looking forward to speaking with you.

Emily Knowlton  
National Accounts Manager



P.S. I see on your LinkedIn profile you volunteer for Special Olympics. Will you be at the Torch Run?

**1. Reason for Contacting and Possible Value.**

Hi Mike, a mutual acquaintance, Doug Stevens at Grande Industrial felt it would be beneficial for us to connect.

We helped him to cut his processing times and associated labor costs by 20% on commercial projects and he mentioned you might have interest in those types of numbers.

**2. Next Action Intent and Request**

I'll give you a call Friday morning, or if there is a better time please just hit Reply and give me a couple of choices that work for you. Or if you'd like to speak before then, here's my mobile 555-555-5555.

Looking forward to speaking with you.

Emily Knowlton  
National Accounts Manager

**3. The PS**

P.S. I see on your LinkedIn profile you volunteer for Special Olympics. Will you be at the Torch Run?



**ASSISTANTS, NOT  
GATEKEEPERS!**

# **Assistant Success Tips**

**1. Have your “assistant strategy”**

**2. Do Social Engineering**

**3. Use a confident, expectant tone**

**4. Be prepared with a justification**

“In speaking with one of your sales reps I understand that your company invests quite a bit in trade shows, but ideally would like to generate more leads from them. My company specializes in helping exhibitors generate more prequalified booth traffic. I’d like to ask Ms. Bigg a few questions to see if I could provide some information.”

**5. Make it interesting, but non-objectionable**

A hand holding a telephone receiver over a desk phone. The background is a light blue and white gradient.

# **Your Best Sources For NEW Business**

- 1. Infrequent customers**

**“Hi Pat, Stan Seller with Edvantage Services. First, I’d like to thank you for the opportunity to provide you with the gazmodas you’ve gotten from us a couple of times over the past year. Also, I’d like to apologize. I see that you use those in your filtration processing and we work with over 100 companies helping them in all aspects of that process, maximizing their purification results and cutting costs, and we haven’t discussed your other requirements to see if you could take advantage of some other options that might enhance your outcomes...”**



A hand holding a telephone receiver over a desk phone. The background is a light blue and white gradient.

# **Your Best Sources For NEW Business**

## **2. Inactive customers**

**“Hi Pat, Stan Seller with Edvantage Services. First, I’d like to thank you for the opportunity to provide you with the gazmodas you’ve gotten from us in the past. We’ve realized that we haven’t stayed in closer contact with you... we apologize for that and we want to begin fixing that today. I’d like to ask a few questions about how and if your requirements have changed, and let you know about some of our changes that could have a positive ef- fect on your process there ...”**

A hand holding a telephone receiver over a desk phone. The background is a light gray gradient.

# **Your Best Sources For NEW Business**

**3. Lost deals**

**“Hi Pat, I thought about you the other day in our meeting where our QA team released their newest report on changes in gazmoda regulations and how it will affect time to market industry-wide. This is some cutting edge stuff and I thought you could benefit from the information and I’d like to send it to you.”**



# Money Tip

**“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.”**

**Respect their time without risk:**



**“I’d like to ask you a few questions... I won’t keep you long.”**

# Show the benefit **BEFORE** the questions

**“Ms. Prospect, we've been able to help other manufacturers shave time off of repetitive quality control checks in their manufacturing process through an innovative new flange-resistor system. To see if you would have interest in getting information on this, and if it would fit with what you do, I'd like to briefly discuss your manufacturing process...”**



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# Create Your Own Hypothetical Questions

**“Jane, how would you handle it if your supplier was not able to deliver because they were backordered on something you needed overnight?”**





**Avoid Asking  
“What are your  
needs?”**

**“Tell me about (situation) and how (problem they are likely experiencing, or desire.”**

**“Tell me about your ordering process, and how many different vendors you usually need to contact to find the parts you want.”**

**“Tell me about your new business efforts, and what your sales reps are doing to get to more decision makers.”**

# Find Out Why they Asked the Question

“Just kind of curious. Why are you asking?”

“Is experience one of your main concerns?”

“When you say ‘your industry,’ what specifically are you referring to?”

“Not sure I understand. Could you explain



**Don't Stop  
Selling  
Before  
They Quit  
Buying**



**Selling**

**at**

**the Speed  
of Sound**



# Price Objections

**“Hmm, so you’re thinking \$\_\_\_\_\_ is more than you were thinking to invest in \_\_\_\_”**

**“Well, that’s certainly something to consider.”**

**“If I may ask, what kind of results would you have to see to justify that price?”**

**“Ok, we can talk about that. Before I do, is there anything else that would be holding you back from taking advantage of this?”**

**Bob Burg**



**TheGoGiver.com**





**"How have you typically financed a purchase like this in the past?"**

**"What funds do you have set aside for this?"**

**"What amount did you have in mind for this type of program?"**

**"What number are you thinking of for this project, ballpark figure."**





# **The Three Sentence Rule**

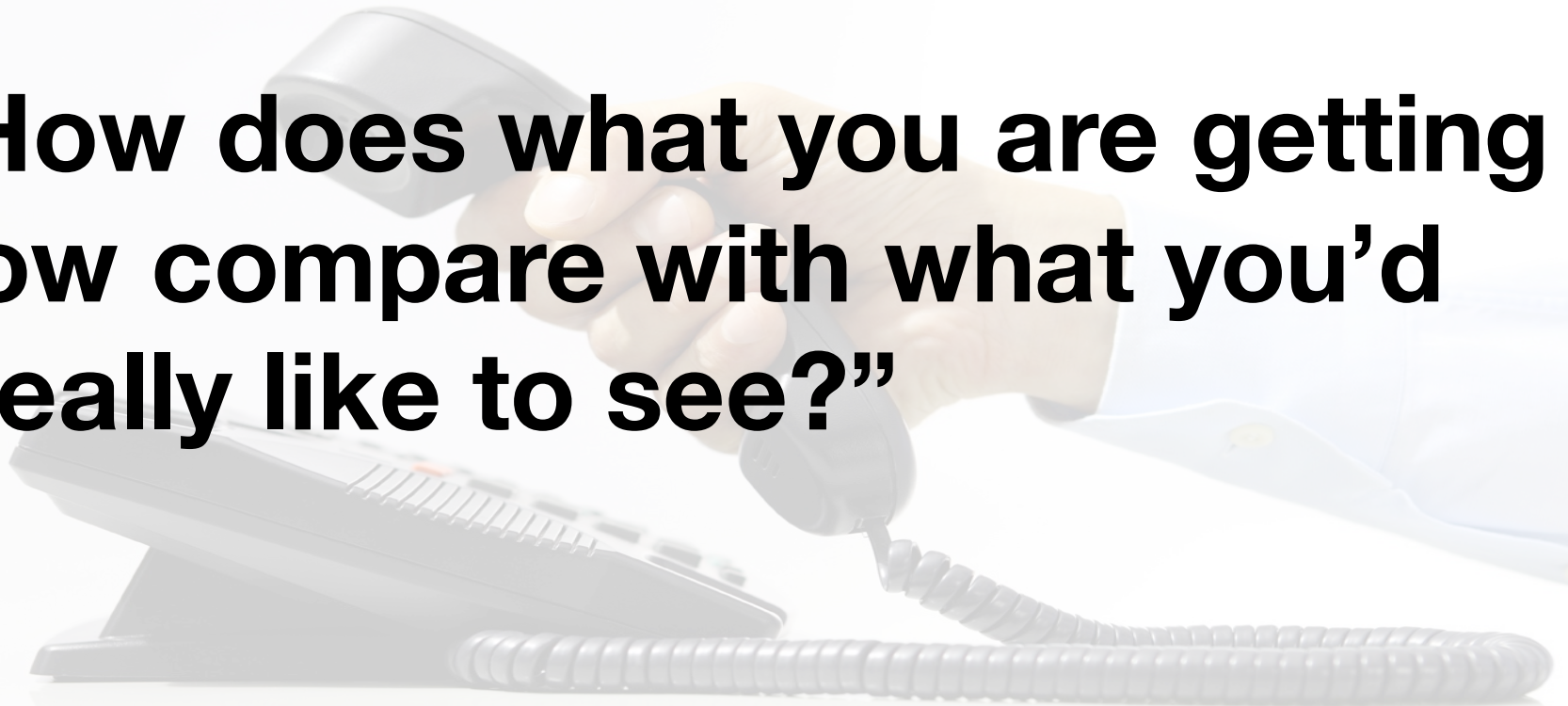
A hand holding a telephone receiver over a desk phone. The hand is wearing a light blue shirt sleeve. The phone is a standard office desk phone with a coiled cord. The background is a light, neutral color.

**“What are your thoughts on that?”**

**“What do you think?”**

**“Am I on the right track?”**

**“How does what you are getting now compare with what you’d ideally like to see?”**





***“Why don’t you go ahead and just give it a try?”***

**“I’ll be happy to. Let’s say you like what you see. What will happen next?”**

**“What have you done in other situations where there was something you wanted that could help your department, but it wasn’t budgeted? How did you get it?”**

**“What will you be looking  
for?”**



**“I’ll be happy to. What will make that a better time for you?”**

# How REALLY Increase Production in 2017

- 1. Every minute you are at work you need to display an achievement-oriented attitude.***
- 2. Think of five things you could do that would increase your sales production a minimum of 25%, and then do them.***

**The  
new guy**

**Number  
One!**





# THINK BIG ACT BIGGER

As long as you're asking anyway, why not ask LARGE?

When you **EXPECT** to sell large, that notion becomes part of you; your thoughts, your actions, and your results.

You will probably end with something more than you would have gotten otherwise if you had thought and acted small.

# **THINK BIG ACT BIGGER**

**The reps with biggest average order, and the most overall sales are typically the ones who go after, and ask for the bigger sales.**

**Where you target in the organization usually determines the size of the sale you're able to get. Where are you calling? Aim high.**

# THINK BIG ACT BIGGER

*"Take a chance; ask for something big! Most of us have a tendency to shy away from the things we want the most. What is it your heart desires? What is it you want the most? Who could give it to you or make it come true? Go ahead, ASK THEM!"*

-Percy Ross

# **THINK BIG ACT BIGGER**

**Size DOES matter...as it relates to  
your thinking and subsequent action.  
Think and act BIG, and your results  
will follow.**



**PRIZES!**



**PRIZES!**



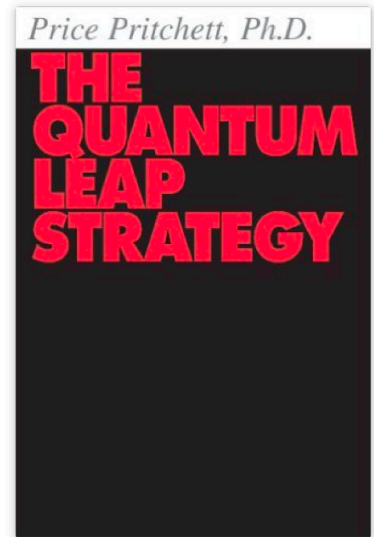
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# How to Make a Quantum Leap in Your Sales, and Life In 2017



Your *level* of effort doesn't matter as much as the kind of effort.

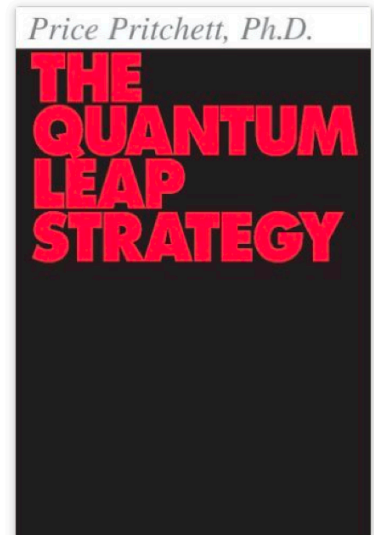
What you **do** is more important than how hard you do it.

You must do something that is **out of the ordinary** for you.

Quantum leaps require you to start thinking about what you **want**, instead of what common sense says is the *reasonable* thing for you to expect.

To begin, you don't have to know how you will get there, but you must know **where you want to go**.

The goal usually creates the methodology.



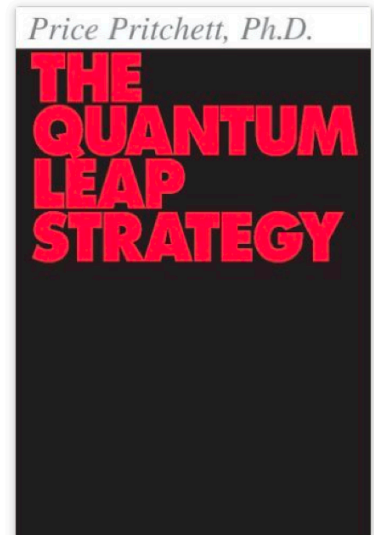
Making a quantum leap does involve taking a risk. But it need not be dangerous, **just different.**

The surest way to lose is **to not try.**

You don't need to **know everything you'll need** to do along the way to achieve your quantum leap.

Mistakes and failures carry clues for breakthrough performance.

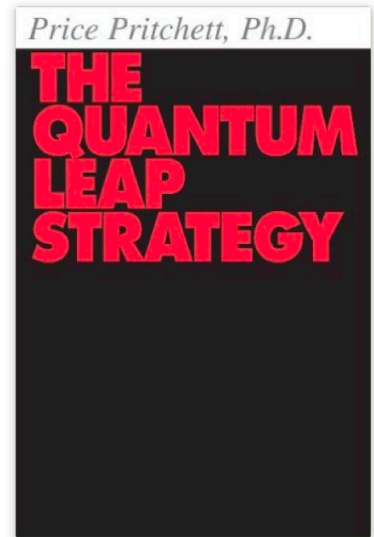
Embarking on a quantum leap is just like building muscles, stretching and new activity brings initial soreness.



**So, what big, huge breakthrough would YOU like to accomplish?**

**What have you always wanted, and said, "One of these days..." about?**

**NOTHING is stopping you from going after it right now, and...**





**...Making  
2017 your  
BEST YEAR  
EVER!**

***Thank You!***

*Art*