

Welcome to

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Sales Kickoff **20+19**

A Live Training Event by Art Sobczak

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A woman with blonde hair, wearing a blue top, is sitting at a desk in an office. She is smiling and talking on a black corded telephone. In the background, there are office cubicles, a man working at a desk, and various office supplies like pens and papers. A semi-transparent white box with red text is overlaid on the bottom part of the image.

**A unique,
disarming approach**

**"Are you the most kind,
patient person in your office?"**

A Tip to Get Through



A close-up, slightly blurred photograph of a white computer keyboard. A white headset with a microphone is resting on the keyboard. The text is overlaid in the center of the image.

**"About how often does she/he
get around to making return
calls?"**

Email



Sender: "Alex [REDACTED] <alex@[REDACTED].com>
To: <arts@businessbyphone.com>
CC:
Subject: Re: Do You Offer Online Classes?
Attach:

SmartCalling.com

On 2018-02-19 18:49:19 UTC, Alex [REDACTED] / <alex@[REDACTED].com> wrote:

Hi art

I checked out your website and noticed that you don't sell online videos or online classes. Have you thought about adding this to your website to reach more people and gain additional revenue?

This is where Yondo can help. [REDACTED] is an All-In-One Online Video eCommerce Solution that gives you the ability sell online videos on demand, offer live online classes and live 1-to-1 consultations, all from your own website. We even integrate with your MindBody Calendar.

Forbes listed [REDACTED] as one of the top must-have tools for Consultants and **Entrepreneur Magazine** featured Yondo as the #1 solution to make money from your videos.

We have helped several businesses like yours and I'm sure we can help you too! Are you free for a 20-minute phone call over the next few days?

Yondo Inc.

All my best to your success!

Alex

On 2018-02-22 18:49:19 UTC, Alex [REDACTED].com> wrote:

Hey art

Not sure if you saw it, but I sent you a message a few days ago about helping your company sell online videos on demand and offer online classes. I'm following up to see if you could also use some help planning your future online expansion and mapping out your Online Video Store blueprint.

What day works best for you to have a quick 5 minute chat?

Warmest Regards,
Alex

On 2018-02-27 18:49:19 UTC, Alex Abernethy <[alex@\[REDACTED\].com](mailto:alex@[REDACTED].com)> wrote:

Hi art,

I thought it might be a good idea to share our free step-by-step guide on [How to Make Money With Online Videos](#).

We'd love to jump on a quick call to understand how you're doing with growing your business online.

Are you free for a call in the next few days?

All my best,
Alex

Hi Pat,

First, I've seen some of your posts in the OpManager Group on LinkedIn and appreciate your contributions.

I'm Ted Stevens with Ace Industrial. We specialize in working with Operations Managers at manufacturing facilities, helping them to reduce work-related injuries and work comp claims, usually by a minimum of 40%. I'd like to ask a few questions and determine if it would be of value for us to speak further.

Is Friday morning a good time to call? If not, please indicate when you could be available.

Thanks,
Ted Stevens
Ace Industrial

A man in a dark suit and light blue shirt is seated at a desk, talking on a black telephone. He is looking down at a laptop screen. His left hand is holding the phone receiver to his ear, and his right hand is holding a pen over a notepad. On the desk, there is a laptop, a notepad, a pen, and a small container of pens. The background shows a city skyline through a large window. The text "The Smart Calling Process—Simplified" is overlaid in a large, bold, dark red font.

The Smart Calling Process— Simplified

A man in a dark suit and light blue shirt is sitting at a desk, talking on a black telephone. He is looking down at his desk. The background is a blurred office window showing a city skyline.

The Smart Calling Process— Simplified

1. Research and Social Engineering

"I'm hoping you can help me. I'm going to be speaking with Mr. Bigg at your company, and I want to be sure I'm on target with my questions. There's probably some information you could provide that would be useful."

The Smart Calling Process— Simplified

2. Your Smart Calling Opening/Voice Mail

“Hi____, I understand you're now in the process of (whatever change you know they might be going through/project they're working on), and I might have something here that might make that process easier as it relates to the (pick an area: installation, implementation, staffing, funding, etc.) If I've caught you at a good time I'd like to discuss a couple of ideas to determine if you'd like more information.”

Appointments

"I was referred to you by (a friend of mine), and I'd like to come by and spend about twenty minutes discussing what I do for people to help with their investments."

Appointments

"...I really enjoyed your LinkedIn post on objections the other day. I specialize in working with professionals in the information publishing, and speaking business, helping them maximize their return and minimize their tax liability by taking advantage of some laws unique to what you do. If I've reached you at a good time, I'd like to ask you a few questions to see if we would have the basis for a more in-depth conversation."

Calling Past Customers

“Hi, this is Jon with Watkins Cable. We build custom and standard data and voice cable assemblies. First I want to thank you for your past business with us. I just came on board and was looking through our database, calling on contacts that we haven’t talked to in a while.”

Calling Past Customers

“First I want to thank you for your past business with us ... I see we’ve had the opportunity to provide you with the Supermondo Cable Connections in the past. The reason for the call today, is that depending on your current product and delivery requirements for cabling and accessories, and your satisfaction level with what you’re now getting, I have a few options for you that might (fill in with a differential advantage you have, i.e. “make your ordering process easier,” “cut down on your delivery time,” etc.)

Questions



"Are you satisfied with what you're using?"

"Are you having any problems?"

"Is there anything I could do for you?"

"Is there anything else you want?"

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Assumptive-Problem Questions

Not: "Do you ever have a need for temporary help?"

"How often do you find your department with more work than you have time to complete it in, and trouble staring at you if you don't meet the deadline?"

Assumptive-Problem Questions

Not: "Are you happy with your advertising?"

"Where have you spent money on any promotions where the results didn't bring the phone calls you expected?"

"Most of our customers found that they were having problems with getting their deliveries within five days with the other service. What is your experience?"

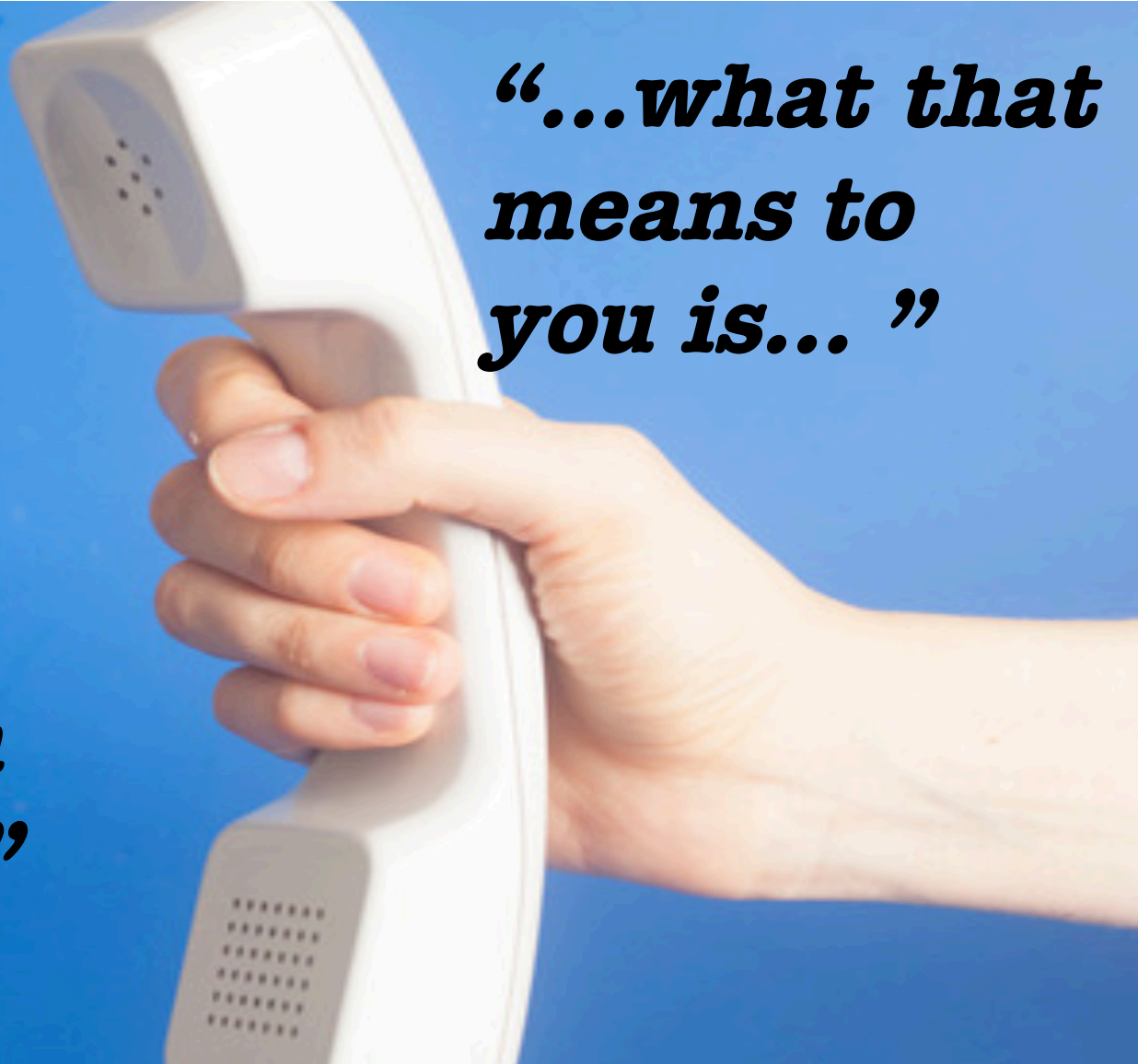
"Before they began using our service, many of our customers felt their re-do rate was unacceptable because of all the wasted material. What kind of rates are you running into?"

"Many people find it a nuisance to manually fill out those forms every day, when the information is already in the computer. What have your people said in the past about reentering the data?"

The Benefit of the Benefit

*“...which
means...”*

*“...what that
means to
you is...”*



Following Up Effectively

SmartCalling.com

"I'm following up on our last call, where you had said you weren't ready yet for our system, but to check back with you to see if things had changed."

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Following Up Effectively

SmartCalling.com

"Hi Art, I'm Pete Visual with MultiMediates. We talked in April about your interest in making your presentations come alive with enhanced technology, and felt that now would be a great time to talk since you're planning your 2019 schedule. I've also got some new information about some systems that have been very popular with other trainers."

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Following Up Effectively

SmartCalling.com

"What will make that a better time for you?"

"Would you ever see yourself using a service like ours?"

"Under what circumstances?"

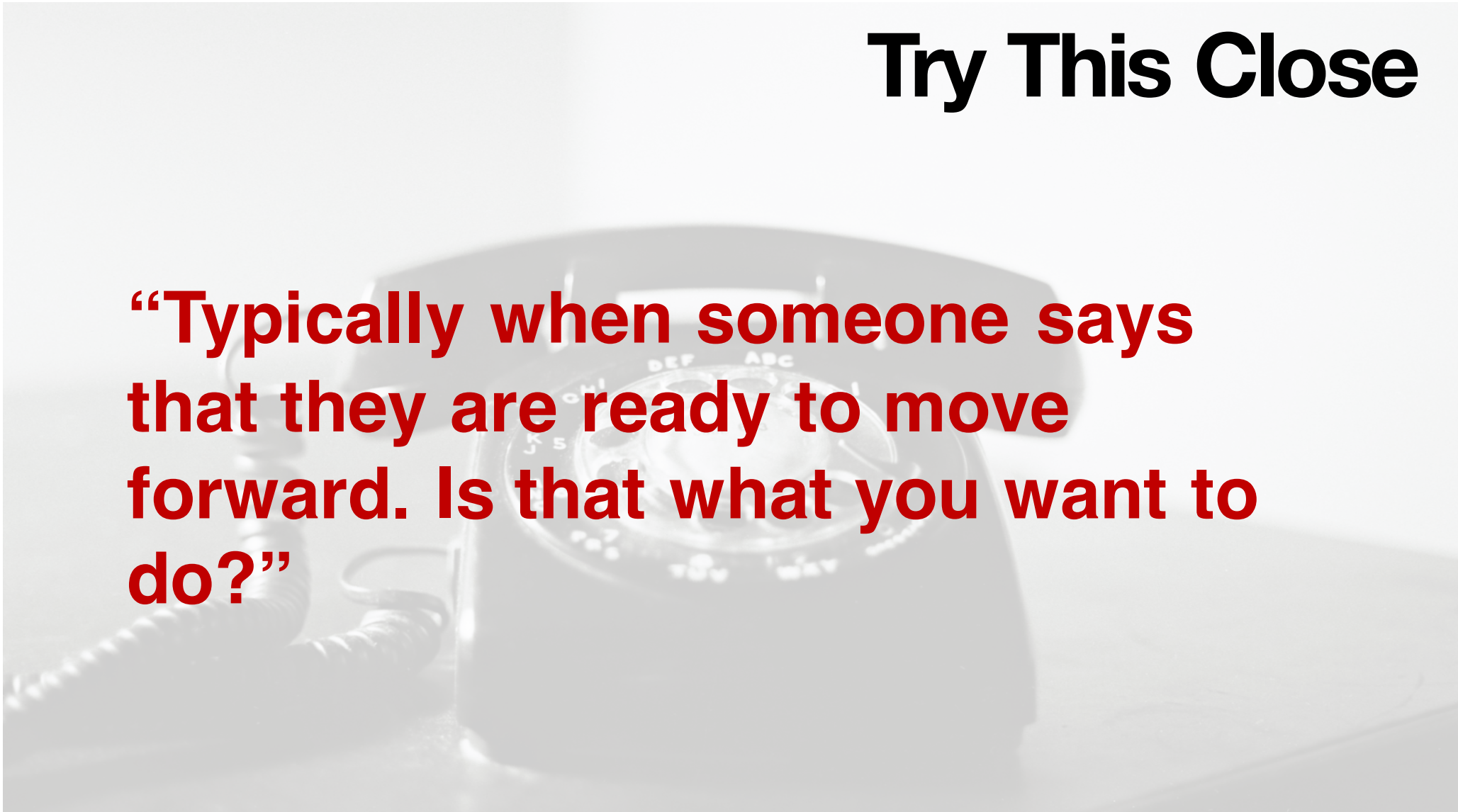
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Try This Close



Try This Close

“Typically when someone says that they are ready to move forward. Is that what you want to do?”



A white headset with a microphone is resting on a white computer keyboard. The headset has a flexible boom microphone and a small earpiece. The keyboard is a standard QWERTY layout with white keys. The background is a soft, out-of-focus white.

A Conversational Close

“How shall we proceed from here?”, or

“Where do we go from here?”

Tips for Addressing Resistance, Tough Questions, Objections

SmartCalling.com

"Let's talk about that question."

"Let's discuss that."

"That's an interesting comment. Let me be sure I have a good understanding of it."

"Tell me more about that."

Tips for Addressing Resistance, Tough Questions, Objections

SmartCalling.com

"If I understand what you're saying, if it weren't for the price, this is the program you'd choose, is that right?"

"Let me be sure I understand. If we included the workbooks, we'd be the ones to win the bid, correct?"

"Let's confirm we're talking about the same issue here. You would get the system from us, it's just that the delivery time is holding you back, right?"

Tips for Addressing Resistance, Tough Questions, Objections

SmartCalling.com

"Under what circumstances could this be true?"

"What would cause someone to feel this way?"

Tips for Addressing Resistance, Tough Questions, Objections

"Under what circumstances would you consider upgrading?"

"What would have to happen with your organization in order for you to look at adding personnel?"

"At what point would you see yourself increasing your ad budget?"

"What changes would need to take place before you'd implement this type of program. What are the chances of that happening within the next year?"

"What do you see happening in your department over the next couple of months that might have an effect on what you'll do regarding this issue?"

Tips for Addressing Resistance, Tough Questions, Objections

SmartCalling.com

"I see. What are you comparing the amount to? What amount did you have in mind?"

Tips for Addressing Resistance, Tough Questions, Objections

"We have too many things going on right now to consider a change?"

"Oh. What will have to happen in order to create a calmer situation?"

"The space is too little."

"What size did you have in mind?"

Tips for Addressing Resistance, Tough Questions, Objections

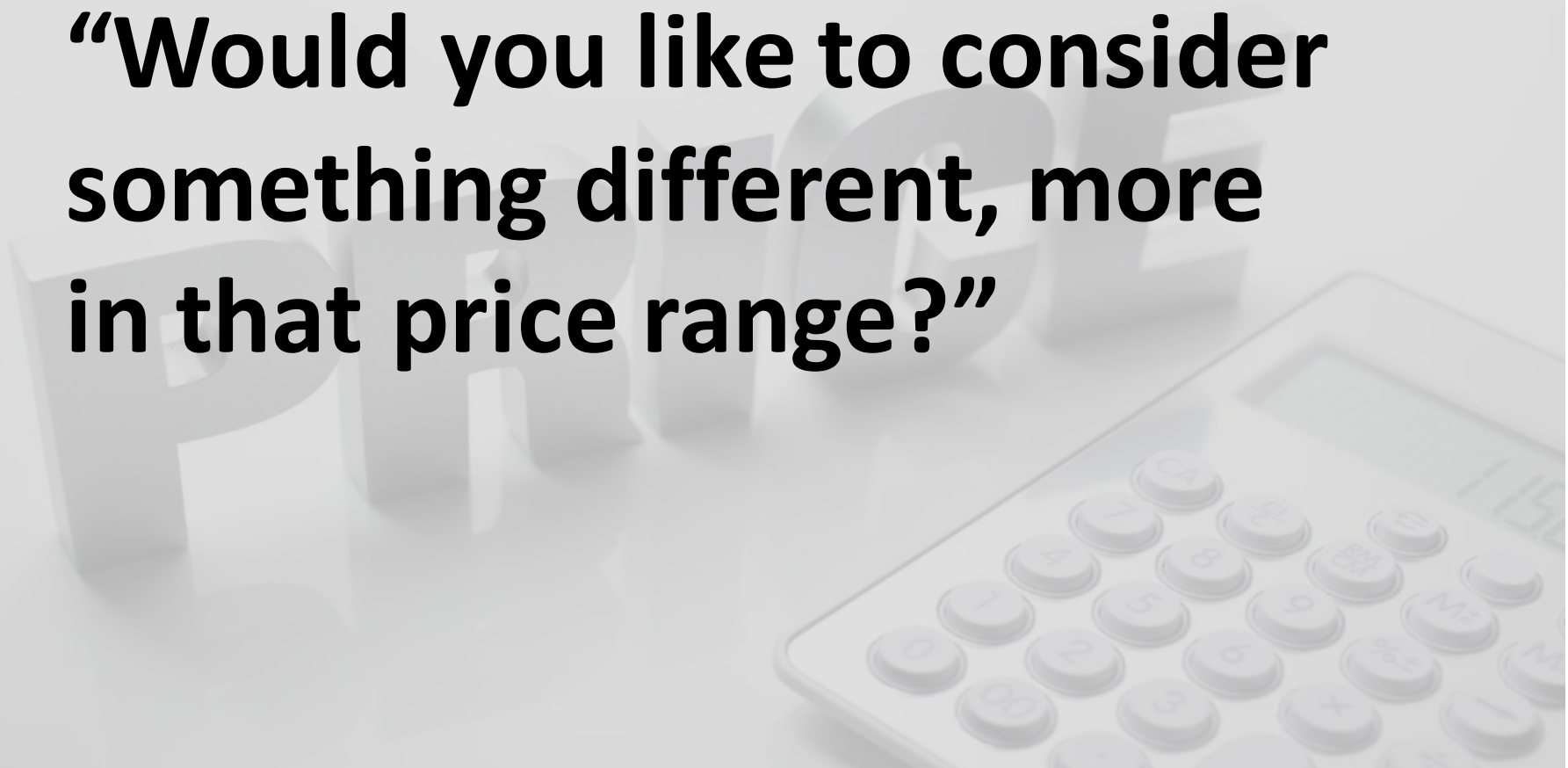
SmartCalling.com

"Ok, let's talk about that. Let's first go through what you've identified as the reasons for wanting our program."

PRICE



“Would you like to consider something different, more in that price range?”



A “Gun in the Boot” Attempt SmartCalling.com

“Would it be worth my time to send you literature, just in case situations would change at your company?”

“What would those situations be?”

A man with dark, curly hair and glasses is shown from the chest up. He has a questioning or confused expression on his face. Behind him is a chalkboard with faint, handwritten text that includes "ISCO", "y", "fects", and "pol".

**An Assumptive
Email for
When They
Go Silent on You**

***"Bueller.
Bueller?"***

Subject: Your (fill in with the results you offer, ie. "increased response rates")

SmartCalling.com

Hi Pat,

I'm looking for confirmation either way, so that I'm not clogging up your voice mail and email inboxes.

I'm going to assume for whatever reason, that discussing (again fill in with the results you deliver) is not a priority right now.

If I'm mistaken and you are open to resuming our conversation, please just hit "reply" with a couple of available times to speak, or give me a call at 555-555-5555.

If not, I will plan on reaching out again before year-end to see if things have changed, and to update you with anything on our end that could possibly be of value to you.

**Best wishes,
Mike Seller**

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Planting Seeds



"Pat, the next time you find yourself in an emergency without replacement parts when you need them, give us a call. Since we stock over 30,000 parts we're likely to find what you need within minutes."

Motivational Moment



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To make 2019 your best year ever...

1. What habit(s) must I quit?
2. What habit(s) must I acquire and commit to?
3. Do I want passionately enough to change to DO those things, starting right now?