

From: Jeffrey Sleete
Sent: Thursday, March 23, 2023
Subject: Batting Practice for Sellers for 3/23/23

Thursdays: Batting Practice...

Refreshers on the "How-To's" of Sales, Prospecting; Landing Appointments; Getting into the C Suite; Closing; Objections and more.

"Win More Business by Starting Out Right"

By Chris Lytle
(Transcribed from an mp3 audio sales tip from his website "Instant Sales Training"
<https://instantsalestraining.com/> . Even if it were not true that Chris is a good friend of mine, I would still share that you can't beat this sales or managerial investment!)

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- Taking Control of the Focus of the Meeting

"Win More Business by Starting Out Right"

It's true. People buy the way you sell **before** they buy what you sell. And that's why **this is the way I work** can be a magic phrase for you.

Your **this is the way I work talk**, is the talk you have before you discuss your product or service. It's designed to get the prospect to engage with you rather than resist you.

And if your sales process is longer, then the prospect is going to be more willing to engage with you on a calendar basis, and fewer prospects will ghost you.

Would that be helpful?

For years, I've told the Bob Voss story in my seminars, too drive home the importance of having **this is the way I work talk**.

Voss was a brand-new General Manager at the Dodge dealership in Madison, Wisconsin. He canceled his advertising on all media, and then he invited the sales reps to re-pitch the annual schedules he just canceled.

Well, when I went into his office for my 1:20pm meeting, I said, "Good afternoon, Mr. Voss. I'm Chris..." He cut me off, "Sit down and pitch me you're my 1:20pm meeting."

I was young, 26 years old. I had three years of experience. I had little training. I knew I had to give back that kind of energy to him. And I said, "Well, I don't know if should be on my station or not, sir." "What do you mean?", he said. I said, "Well, you're a very successful car dealer, and we're having the biggest month in our station's history, and right now we're doing without each other."

And he kind of looked at me and I said, "Do I still have 20 minutes?" He says, "You got 18."

"Great, this is the way I work with American TV and John Lancaster Chevrolet." Those were two prominent Madison advertisers I hoped he'd heard of, because he had just moved from Milwaukee to Madison a week before.

And I continued, "Those clients look to me for ideas and campaigns to help them reach their sales goals, not my sales goals. So, I won't present anything to you until I know what outcomes you're looking for. And I'm sure your goals are different from the manager who just got fired last week. I can't make an intelligent proposal until I know what your goals for this turnaround are."

And then I gestured to the credenza behind his desk. A dozen media kits from salespeople who had already had their 20 minutes meetings with him covered that credenza.

"Have you had any intelligent presentations so far today Mr. Voss?" He said, "Chris, this has been the most boring day of my life."

I shot back, "Well, Mr. Voss..." He said, "Call me Bob."

"Okay, Bob, tell me what you're trying to get done." And he took off. Our 20 minutes meeting lasted an hour and 20 minutes. Bob finally walked me to the door and opened it. By that time there were five people waiting on the lobby for their 20 minutes meeting. "See you next week Bob", I said to him. "Thanks son," he said to me as he patted me on the back.

I walked out with a big smile on my face and nodded to the other salespeople.

About two weeks later, Bob was my second biggest client. And he was the 5th biggest client on the radio stations I represented. He bought the way I sold before he bought what I sold.

Even though he told me to pitch him, I knew I couldn't do that without knowing the outcomes he wanted.

Whatever you sell, I urge you to work on your **this is the way I work talk**. I'm not saying my **this is the way I work talk** is exactly right for you. You could say..

I think of selling as helping. I want to understand the outcomes you're looking for when you do make a buy. May I ask you a few questions so I can understand whether I can help you?

British sales expert Phil M. Jones has a nine-word definition of selling. He says, "selling is earning the right to make a recommendation." So, you could say to your prospect...

This is the way I work. And what makes me different from the other salespeople you meet with is this. To me, selling is earning the right to make a recommendation to you. So, let's have a conversation so I can earn that right to make an intelligent recommendation to you. Fair enough?

Work on your **this is the way I work talk**.

Memorize it.

Practice it.

Adapt it to the prospect you are working with, because people buy the way you sell **before** they buy what you sell.

Sleete Side Bar on Cattle Calls:

When you must be a presenter in a Cattle Call Cavalcade of Salespeople appointment format - do anything - that is **anything** - **NOT** to be near the end.

Why?

Because, at the tail end, they've heard everybody else; they've seen it all. Everybody will have given their disprove-math formulas to explain that - "Actually we're not the least efficient media player in town, we're really the 2nd most efficient media outlet in the market." But worst of all, the clients are tired and if from out of town, they are packed, checked out and want to catch a plane. The last couple of media presentations are a distraction from their main goal - getting home.

If you're early in the day - no one will care much that your show goes overtime for a few minutes. You can set up a more ornate presentation. You can bring consumable goodies. (ALWAYS BRING MUNCHABLES.) In the morning: coffee, juice & bagels. In the afternoon cookies, soft drinks - and even the meanest, orneriest, toughest client will smile at a Fudgsicle.

If the meetings are taking place in a hotel, try to have your meeting in a separate meeting room in the same hotel. Get them out of their cramped room. Try to make it a luncheon or breakfast meeting. You can choreograph the whole thing with PowerPoint, audio, video clips, etc.

To win a Cattle Call Cavalcade battle, you never have to be the cheapest - but rather, **The Most Memorable**. That is what Chris Lyle certainly was in his example above.

Now, here's something on which you can rest assured: some competitor will beat you up in their CCC presentation. However, if your pitch was fun and memorable - the client(s) will take your side and counter punch them for you.

One More Thing On Cattle Calls

I heard from a good friend Neal Davis, who like me, has retired from full-time work. This past Tuesday though, Neal helped out in Illinois with meetings with a TV station Cattle Call for some banks that he (part-time) is helping an agency consult. He wrote of the meetings...

"Amazingly, not one asked what we wanted or what we were trying to accomplish. They just went into their pitch. No questions at all, just a pitch. So weak. Made me want to kick them all out."

Translation = it does not take that much to be a star when meeting with a client, especially in a Cattle Call environment. A consultive approach will trump the average media outlet seller with only "media" knowledge each-and-every time!

Why I created Sleete Sales Script!

A couple of email solicitation tips from SubjectLine.com

Email Tip #213

Subject Lines That Start With a Number Have a **21% Higher Open Rate.**

Email Tip #134

Including [Brackets] at the START of your Subject Line Will Boost Open Rates by 22% for B2B Offers

Tell them what to buy – and make sales shine.

<https://www.gitomer.com/tell-them-what-to-buy-and-make-sales-shine/>

As a salesperson, the more you consult, the more you'll sell.

10 Rules of the Prospecting Game

<https://thesaleshunter.com/10-rules-of-the-prospecting-game/>

Some basic rules you need to get right to win at prospecting.

10 Ways to Handle Difficult Customers

<https://www.businessnewsdaily.com/2864-customer-service-tips.html>

Ninety-three percent of customers are more likely to make repeat purchases with companies that offer excellent customer service.

Since difficult customers are inevitable, you and your team must know how to effectively resolve customer conflicts.

Stop Jumping Through Hoops to Get a Sale

<https://mrinsidesales.com/stop-jumping-through-hoops-to-get-a-sale/>

So many sales reps are anxious when they speak with a prospect. It seems they are afraid and think things like:

"Will they like my product or service?"

"Am I speaking with the right person?"

"Do they have the budget or is my solution too much for them?" And on and on...

The Unsold Mindset: Redefining What It Means to Sell

<https://nextbigideaclub.com/magazine/unsold-mindset-redefining-means-sell-bookbite/40843/>

The best salespeople are socially aware and able to course correct, and they are passionate, authentic and vulnerable.