

**Introduction and Agenda**

- Your 5-Step Voicemail Blueprint
- Why you must avoid “promiscuous prospecting”
- How to warm up a cold call with a relevant opening statement
- Powerful subject lines that get prospects to open and respond to your emails
- Why ideas sell better than people
- The “forgotten” way to make a powerful first impression
- Cutting-edge ideas for breaking through to the decision maker


 AGENDA
**Your 5-Step Voicemail Blueprint**

1. Tell your prospects how you \_\_\_\_\_ them and \_\_\_\_\_ you chose to call.
2. Explain the \_\_\_\_\_ or \_\_\_\_\_ your prospects can expect.
3. Don't assume the prospect \_\_\_\_\_ what you're offering
4. Don't ask the prospect to \_\_\_\_\_.
5. Tell your prospect what \_\_\_\_\_ . Then do it.

**The experts weigh in**

Lytle: People buy the \_\_\_\_\_ you sell before they buy \_\_\_\_\_ you sell.

Art Sobczak: “It's a \_\_\_\_\_ game not a \_\_\_\_\_ game.”

Sobczak: “ If you've left a good voicemail, then you're more likely to get your call \_\_\_\_\_ the \_\_\_\_\_.” [www.businessbyphone.com](http://www.businessbyphone.com)

Sobczak: Cold call vs. \_\_\_\_\_ call. “ \_\_\_\_\_ is knowing something about the \_\_\_\_\_ , \_\_\_\_\_ and industries we're calling on. “Add something of value every time you call.”

Jill Konrath: Avoid \_\_\_\_\_ prospecting. Be \_\_\_\_\_ .

Konrath: \_\_\_\_\_ your voice mail on your own voice mail system. Focus on \_\_\_\_\_ to \_\_\_\_\_ prospects. [www.JillKonrath.com](http://www.JillKonrath.com)

Sam Richter: *Take the Cold Out of Cold Calling* [www.takethecold.com](http://www.takethecold.com) Click on “Warm Call Center” “Where can I get information so I know what's going on in their world?”

Lytle: If you're selling a solution, then \_\_\_\_\_.”

Sobczak: People can resist the \_\_\_\_\_ , but it's hard to resist the \_\_\_\_\_.”

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## THE CHART

	<b>LEVEL</b> <b>1</b>	<b>LEVEL</b> <b>2</b>	<b>LEVEL</b> <b>3</b>	<b>LEVEL</b> <b>4</b>
<b>OBJECTIVE</b>	To open doors; to "see what's going on"	To persuade and make a sale, or to advance the prospect through the process	Customer creation and retention; to "find the fit"; upgrade the client and gain information	To continue upgrading and increase share of business
<b>LEVEL OF TRUST</b>	Neutral or distrustful	Some credibility	Credible to highly credible, based on sales person's history	Complete trust based on established relationships and past performance
<b>APPROACH &amp; INVOLVEMENT</b>	Minimal or non-existent	Well-planned; work to get prospect to buy into the process	True source of industry information and "business intelligence"	Less formal and more comfortable because of trust and history
<b>CONCERN OR SELF-ESTEEM ISSUE</b>	Being liked	Being of service, solving a problem	Being a resource	Being an "outside insider"
<b>PRE-MEETING PREPARATION</b>	Memorize a canned pitch or "wing it"	Set objectives, pre-script questions, articulate Purpose, Process, Payoff	Research trade magazines, internet, analyze client's competition	Thorough preparation sometimes with proprietary info not available to other reps
<b>POINT OF CONTACT</b>	Buyer or purchasing agent	End users as well as buyers or purchasing agent	Buyer's end user and an "internal coach" or advocate within the client's company	"Networked" through the company; may be doing business in multiple divisions
<b>PRESENTATION</b>	Product literature, spec sheets, or rate sheets	Product solution for problem uncovered during needs analysis	System solutions	Return on investment, proof and profit improvement strategies

▲ PREFERENCE SETTINGS

There are Level 1, 2, 3 and 4 relationships.

There are Level 1, 2, 3 and 4 elements of your VM.

## More First Meetings: Getting In To See Those Hard-to-See Prospects

Bill Cates: “Are your prospects better off having met with you even if they don’t \_\_\_\_\_ from you. [www.referralcoach.com](http://www.referralcoach.com)

Ari Galper: It’s become socially acceptable not to \_\_\_\_\_ salespeople \_\_\_\_\_ . [www.unlockthegame.com](http://www.unlockthegame.com)

Galper: Maybe you can help me out . . .

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Sobczak: “People don’t \_\_\_\_\_ .”

### Our early childhood experience works against us in selling.

You’re not putting \_\_\_\_\_ on the line.

You’re putting your \_\_\_\_\_ on the line. And you can always change (or tweak) your \_\_\_\_\_ .

*How to Get a Meeting With Anyone* by Stu Heinecke. “Contact marketing is the fusion of sales and marketing and used to support individual efforts to reach VIP prospects.” <http://contactmarketing.podbean.com/>

The Matt Kohler story

The Bud Stycker Story

The Postcard Story

Ideas sell better than people.

### Persisting Professionally: My appointment getting system

- Seed
- Seed
- Interruptions Letter

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*Management is a series of interruptions that are constantly being interrupted by more interruptions.*

That's why the reading time on this letter is 27 seconds.

In fact, good assistants screen decision makers from interruptions -- and junk mail -- and your phone system lets you pick and choose which callers get some of your limited time.

When you meet with me, the meeting will be customer-focused and pre-planned. I want you to remember our meeting as a positive experience that added value to your day—not as an interruption.

I will call you on (Day) morning to ask you to meet with me. This is a non-decision-making, fact-finding meeting. If after 20 minutes, I don't sense there is a fit or if you're not interested in going further, we'll disengage.

Thanks in advance for not treating my call like an interruption.

- Dial the phone

He just had a letter from me. He's expecting my call and I promised I would call today.

- The lottery ticket letter.

I hope this lottery ticket is a big winner. Odds are it won't be, but it's fun to take a chance once in a while. Some risks are fun to take because they involve a small investment with a potentially big payoff. When you meet with me, I'll show you a systematic approach to [the problem your product/services solves] that works. Our business is [insert your mission statement or slogan if appropriate].

[Name], take a chance. Meet with me for 25 minutes. I promise not to waste a second of your time! I will call you [Day] morning to suggest a convenient time.

#### **Subject Lines that get emails read and answered**

\_\_\_\_\_

The Magic Email [www.instantsalestraining.com](http://www.instantsalestraining.com)



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Grade your subject line on [www.subjectline.com](http://www.subjectline.com)

\_\_\_\_\_

[www.instantsalestraining.com](http://www.instantsalestraining.com)

One word to eliminate from your sales vocabulary: \_\_\_\_\_

Two words to eliminate from your sales vocabulary: \_\_\_\_\_ .

Galper: "Ours is the only job in the world to use \_\_\_\_\_ ."

"I'm giving you a ring . . .

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Review

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### Q&A

#### Suggested Post-Webinar Discussion Questions:

1. What idea can you implement in the next 24-hours?
2. What idea are you resisting the hardest?
3. What new learning did you get today that will help you be more successful?
4. What old idea did you get that you have quit using, but maybe should?
5. What was the highlight of the webinar for you?

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## More First Meetings: Getting In To See Those Hard-to-See Prospects

**Education without action is entertainment.** To know and not to do is not to know. A training program that doesn't change your behavior in some way is as useless as a parachute that opens on the FIRST bounce. Take **application notes**. Decide which concept or new approach you will use with specific advertisers and prospects.

Idea #1: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #2 \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #3: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #4: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #5: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #6: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #7: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #8: \_\_\_\_\_

Applies to: \_\_\_\_\_

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