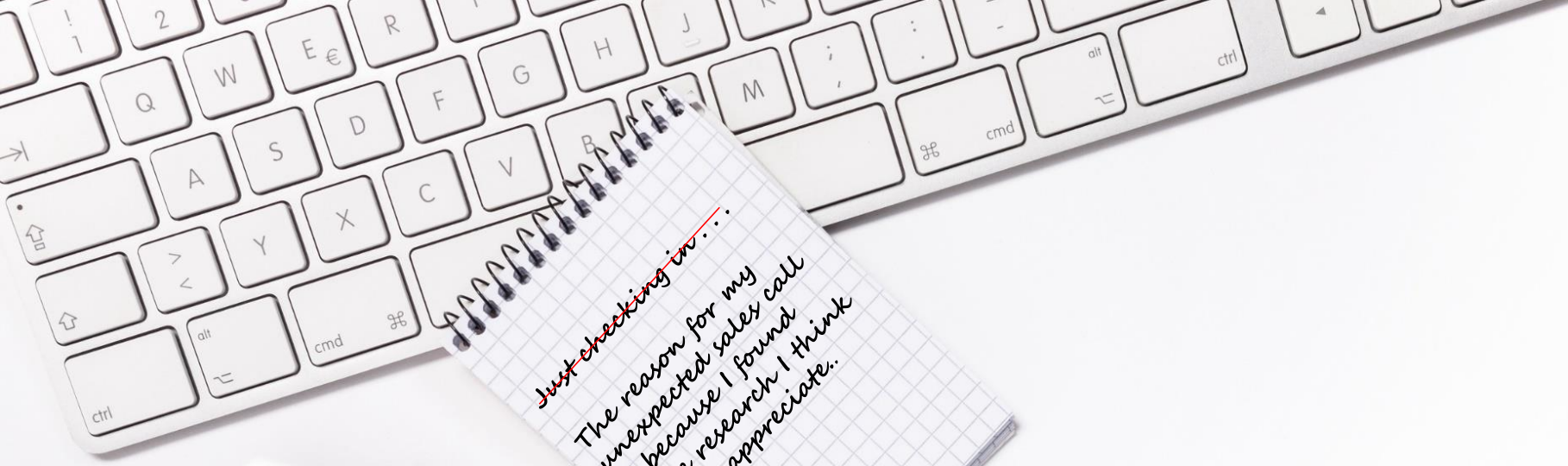




Prospecting Magic



~~Just checking in...~~

The reason for my
unexpected sales call
is because I found
some research I think
you'll appreciate..

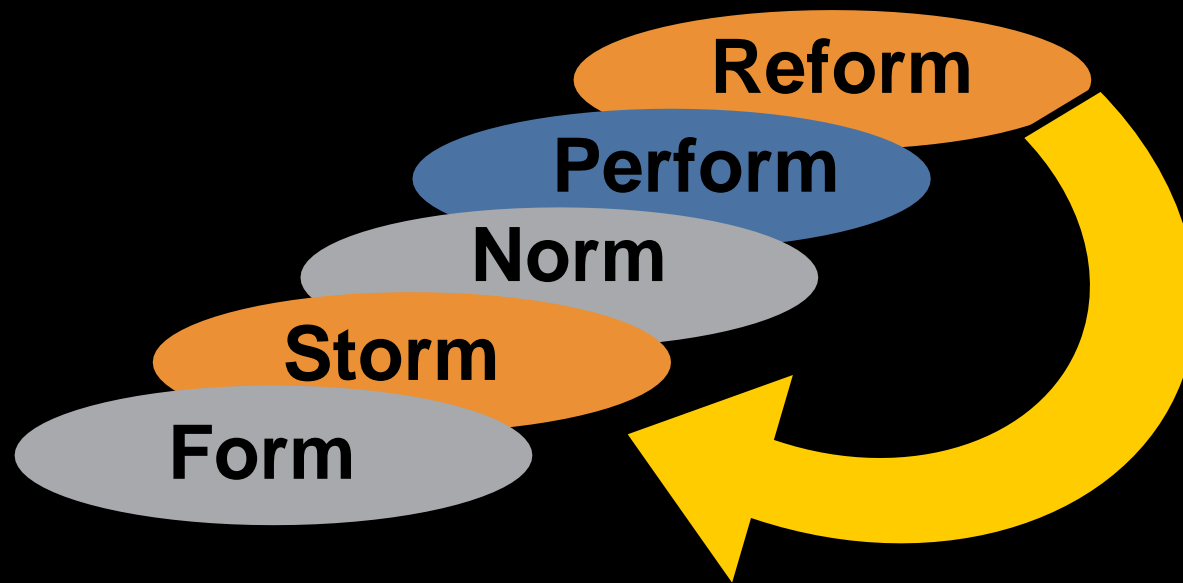
New Ideas to Help You Land More (First) Meetings



Special End of the World Edition

Just kidding!

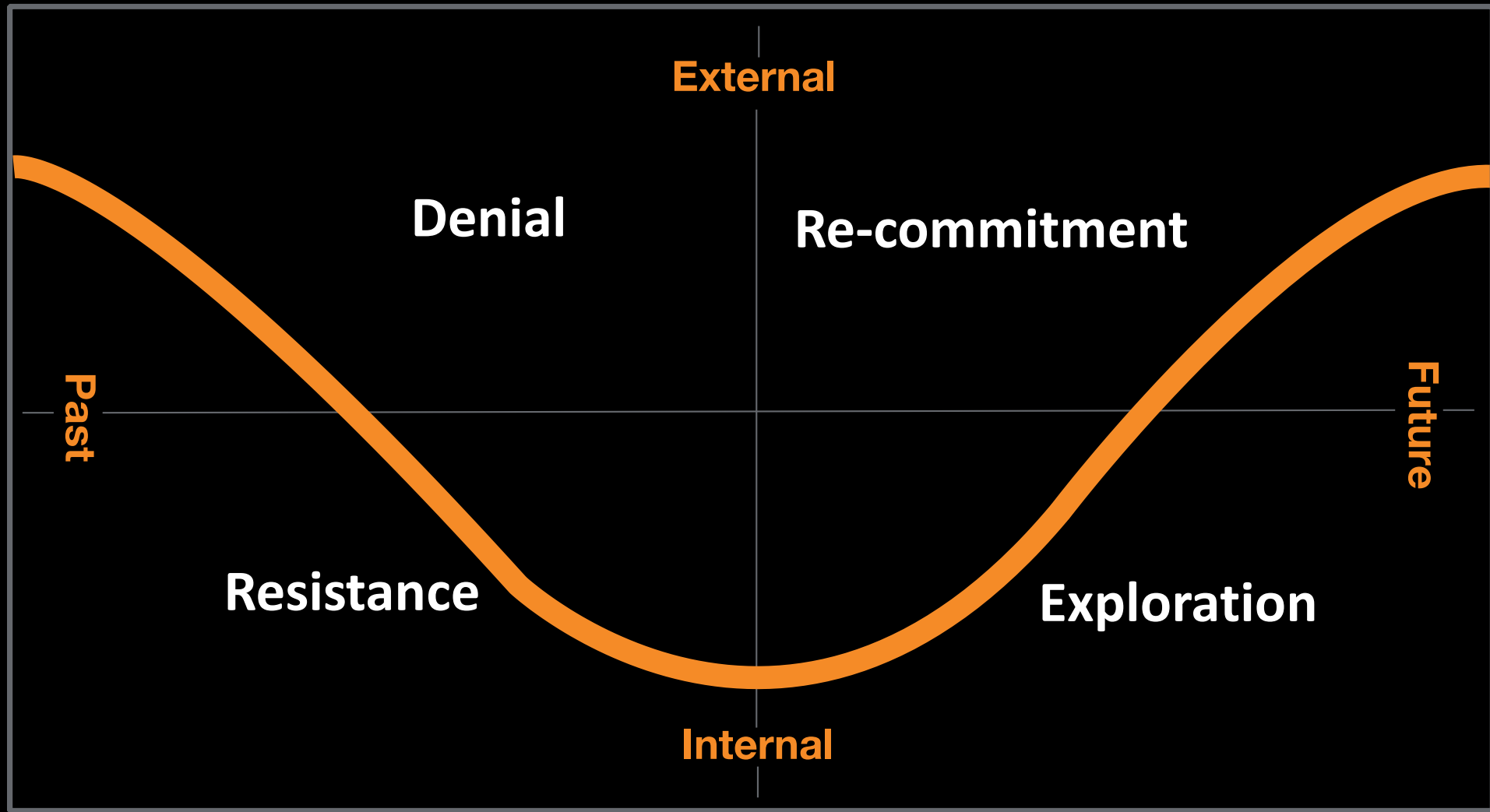
The Stages of Your Organization



Things will never go back to normal.
Things will always go forward to normal.

Change is personal.

The Transition Curve



I'll be 70 in 50 days.



The \$2 trillion relief package is the biggest in American history.

The White House and Congress struck a deal in the predawn hours to deliver [\\$2 trillion in government relief](#) to a nation increasingly under lockdown, watching nervously as the twin threats of disease and economic ruin grow more dire.

Reached after midnight, the rescue deal was the product of a marathon set of negotiations among Senate Republicans, Democrats and the White House that had [stalled as Democrats insisted on stronger worker protections](#) and oversight of a \$500 billion fund to bail out distressed businesses.

Job #1 is to stay out of the hospital.

Monday, I wrote a 5-page report.

**“Perspectives on the
pandemic and what to do now.”**

**Two weeks ago, I wrote down what I
would do if I were a sales manager.**



**What you want people to know about
your business right now?**

Chris.Lytle@InstantSalesTraining.com

WFH

Working From Home

Last updated on:
Wednesday, March 25, 2020

SubjectLine.com



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7 Ways to Improve Your Email Subject Lines

Every word, every letter counts. If you want to improve your email marketing performance in 2020, then your subject lines are a good place to start.



Use our **FREE RATING TOOL** to Evaluate
your Subject Line.

Enter Your Subject Line Here...

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Prioritizing Your Inbound Marketing Strategies for 2020

We've zeroed in on the top six tactics to implement in 2020. By incorporating them into your overarching strategy, you'll ideally see success in your inbound campaigns this year.

SURGING WORDS IN SUBJECT LINE:

MARCH 5th – MARCH 16th

B2C:

Open Rate Increase When Using:

Home – UP 18%

Delivery – UP 22%

Shipping – UP 14%

Bored – UP 25%

WFH – UP 17%

Open – UP 20%

You/Your – UP 25%

Yes – UP 11%

‘Free’ is bigger than ever: UP – 39%

B2B:

Open Rate Increase When Using:

Virtual – UP 24%

Online – UP 16%

Home – UP 11%

Essential – UP 15%

WFH – UP 22%

Tips – UP 21%

You/Your – UP 22%

Insight – UP 14%






‘Free’ is bigger than ever: UP – 31%



NEW RAB.COM SECTION: **Business Unusual** - A new section focused on today's extraordinary times to provide radio sellers and marketers with the tools you need now.

[Visit Now](#)

Is everything canceled?

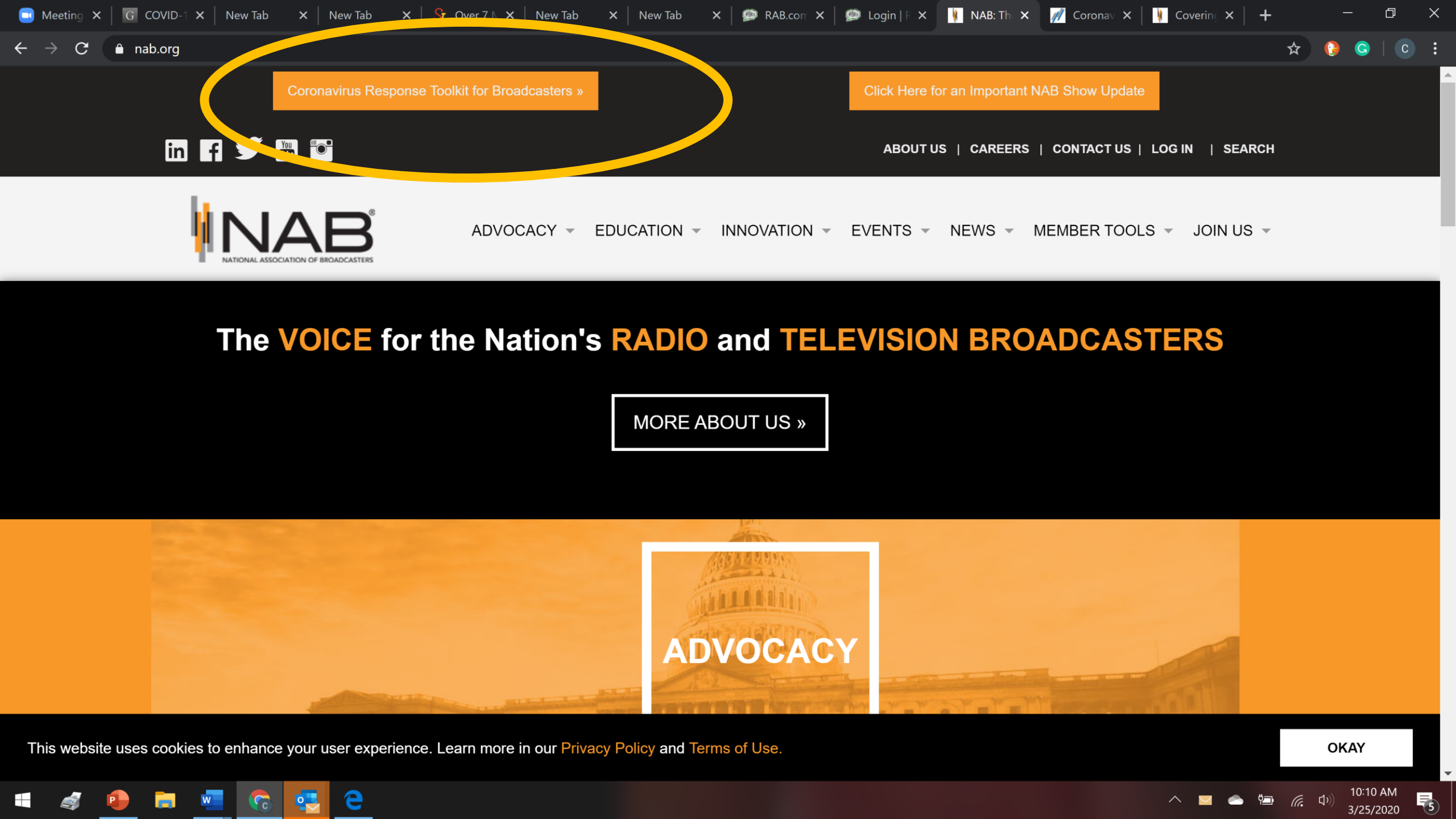
-  School drop-off **CANCELED**
-  In-person meetings **CANCELED**
-  Going out to lunch **CANCELED**
-  Happy hour meet-ups **CANCELED**
-  **Radio. IT'S ON!**

Not Radio. It's On!

Customize our free social media tiles and spread the word! [Click Here](#)



#RadioItsOn #RadioMatters



[Coronavirus Response Toolkit for Broadcasters »](#)

[Click Here for an Important NAB Show Update](#)



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The **VOICE** for the Nation's **RADIO** and **TELEVISION BROADCASTERS**

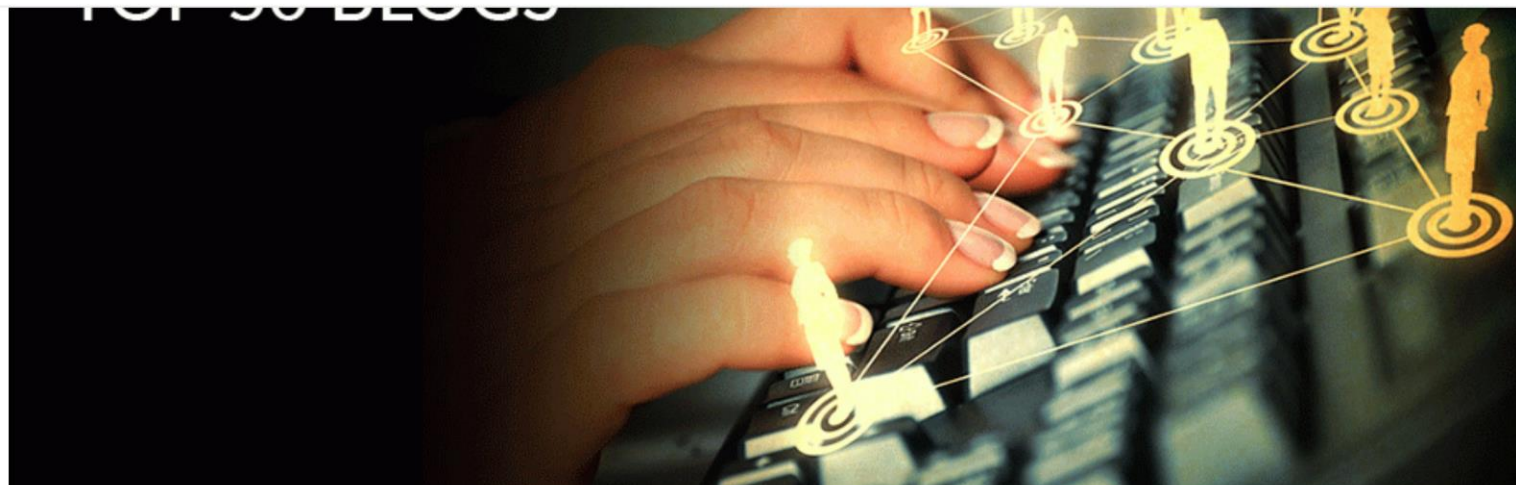
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10:10 AM
3/25/2020



TODAY'S TOP POST

[MOVING FORWARD TOGETHER](#)

MARCH 24, 2020 BY TIBOR SHANTO

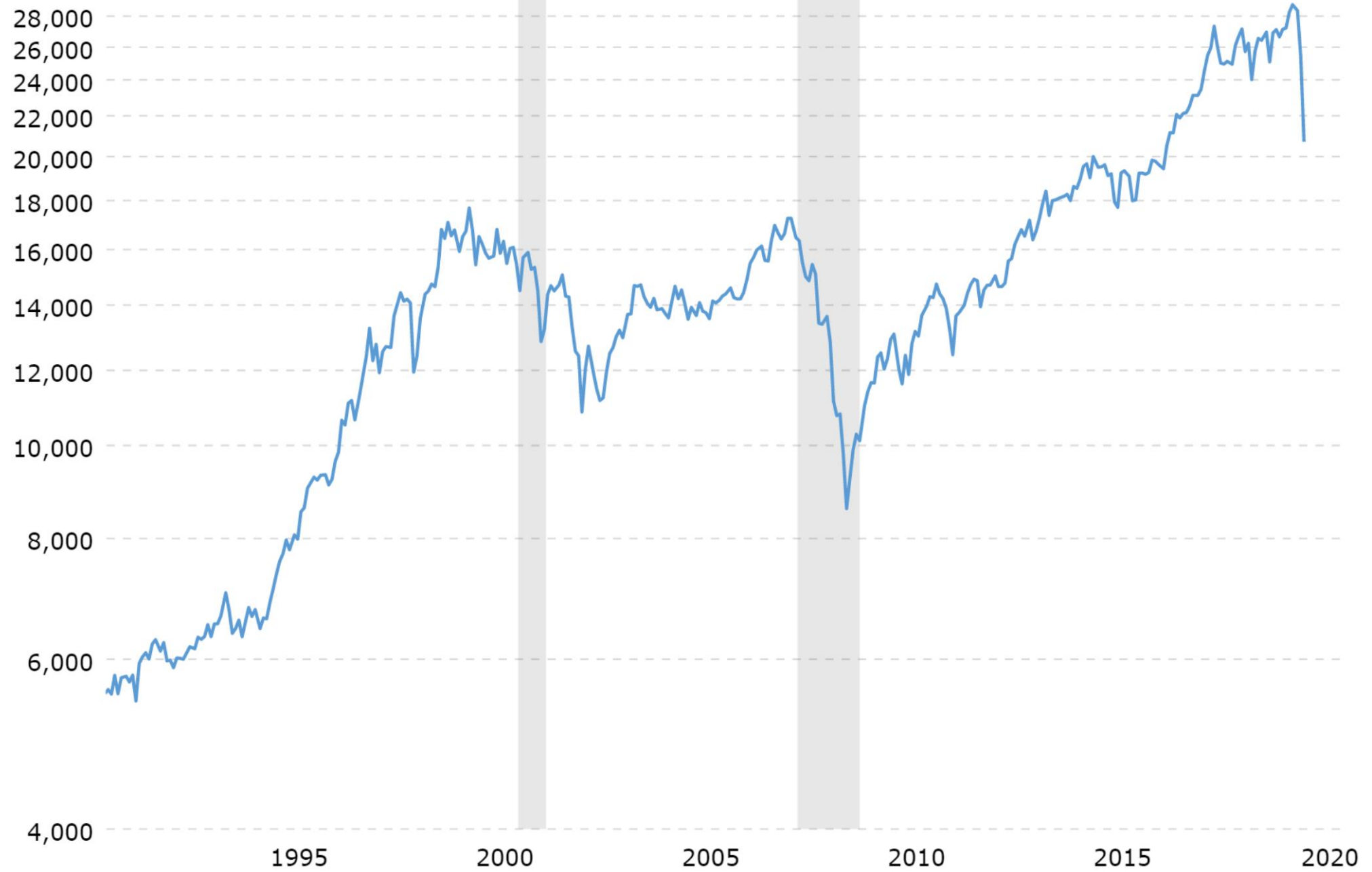
By Tibor Shanto I hope that you are reading this in a safe environment, but glad to see you are still engaged. We are all making decisions about how to deal with the effects of the COVID 19 outbreak. I have decided to reach out and talk to clients about the impact of events on their families

LATEST WORLD HEADLINES

[EXTREMELY SIGNIFICANT UPCOMING WEBINAR: "OPERATING IN A PANDEMIC" WITH DAVE KURLAN AND CHRIS MOTT ON 3/27 AT 11 AM EASTERN](#)

[TOP POST OF THE DECADE – THE RESULTS HAVE BEEN ANNOUNCED!](#)





“SME.”

“Subject Matter Expert”



WORKPLACE MARCH 12, 2020

COVID-19 Has My Teams Working Remotely: A Guide for Leaders

BY JENNIFER ROBISON



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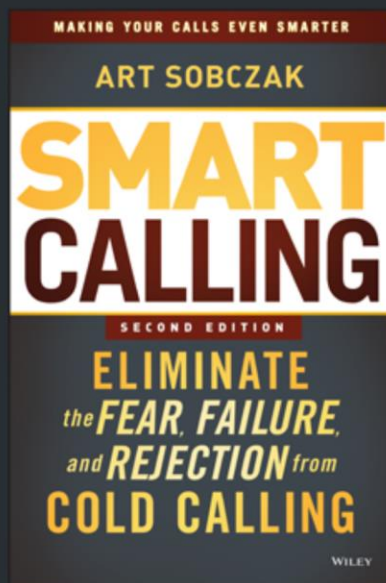
Cold calling, inside sales, telesales, and telemarketing training by Art Sobczak



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HOME ABOUT FREE STUFF SHOP ART'S BLOG HIRE ART CONTACT EVENTS

Helping sales pros say exactly the right things by phone for rejectionless cold calling & selling.



DON'T COLD CALL AGAIN!

LEARN HOW TO GET A **WIN** ON EVERY PROSPECTING CALL.

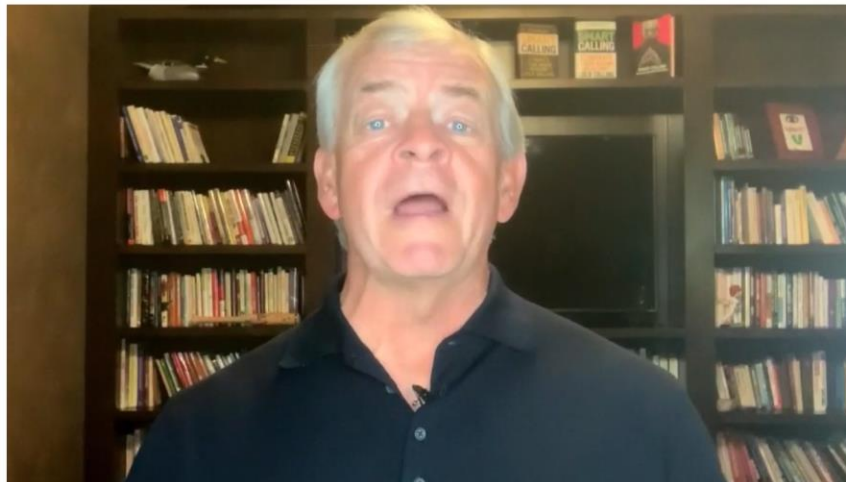
Do you dread calling prospects? Are you tired of rejection? Prospecting for customers is a necessary part of doing business, but you don't have to suffer through it any more.

CLICK FOR A BETTER WAY ➡

✓ How-to tips and rants on cold calling, inside sales, ALL sales, and more!

How to Sell and Be of Service in This Coronavirus-Infected Environment

in UNCATEGORIZED



I want to share with you how you can survive, thrive, and be of even greater service to customers, and prospects in this coronavirus environment we've suddenly been thrust into.

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We'll handle your entire team's new, and ongoing regular inside sales and prospecting training, forever. All for an affordable ONE-TIME investment

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Telephone Tips That SELL!
501 How-to Ideas and Affirmations To Help You Get

FREE EBOOK OF 501 SALES TIPS

Get tips for rejectionless cold calling, selling,

**“Having a conversation is better than
not having a conversation.”**

Zoom.us

“It’s not about selling today.”

**“You now have a built-in way to
connect with everyone.”**

“You have a massive opportunity to be proactive and make a positive, lasting impression on your customers and prospects.”

“Work on you.”

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instantsalestraining.com

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Howdy, Chris Lytle

423.541.3950 / Contact UsCart: \$0.00Hello Chris Lytle!

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Broadcast Sales Webinars

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Bonus Content

How to make continual sales improvement automatic - Chris Lytle

CHRIS LYTLE presents

How to make continual

SALES

improvement

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Howdy, Chris Lytle

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MDRT Experience with Colleen Francis: I...

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Colleen Francis is a brilliant author and sales trainer. She's written *Engage Selling* and *Non-Stop Sales Boom*. But she had a very slow start in her first job selling life insurance. One day, the top salesperson at the agency let her ride along with him to observe how he sold life insurance. She learned something that day that changed everything for the better. Watch *Instant Leverage, Power Profits*. Then, [check out Colleen's blog here](#).

Neil Rackham, author of SPIN selling, on...

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Neil Rackham's *SPIN Selling* is based on examining 35,000 recorded sales calls for what worked and what didn't. If you don't know what he learned, then you are flying blind in selling. In this fifteen-minute video, Neil talks about the biggest mistake entrepreneurs make when they try to sell their products and services. It's the same mistake salespeople make when they are passionate about what they are selling and think everyone can benefit from their offering.

Phil M Jones - Keynote Speaker - Exactly...

Watch later

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Phil M. Jones is a prolific author and an engaging speaker. He's got a massive

Keynote Speaker: Jeff Thull • Presented ...

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Jeff Thull looks at the evolution of the selling mindset. The author of *Exceptional*

Perspectives-on-t...pdf

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herb cohen

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The late, great Herb Cohen penned *You Can Negotiate Anything*. I was fortunate to see him speak twice at major conferences. This is a talk he gave at Penn State University. "You've got to care, but not that much" is some of the best negotiation advice you'll ever hear.

Never Split The Difference | Chris Voss | ...

Watch later

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Chris Voss is a former FBI hostage negotiator and author of *Never Split the Difference*. Get to know his views on "tactical empathy" in this TED Talk. Or watch his talk at Google.

Chris Voss: "Never Split the Difference" | ...

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Imagine if every negotiation you did was life or death and had to work. That's why learning negotiation from an FBI hostage negotiator is a good idea.

Nibbling.mov

Watch later

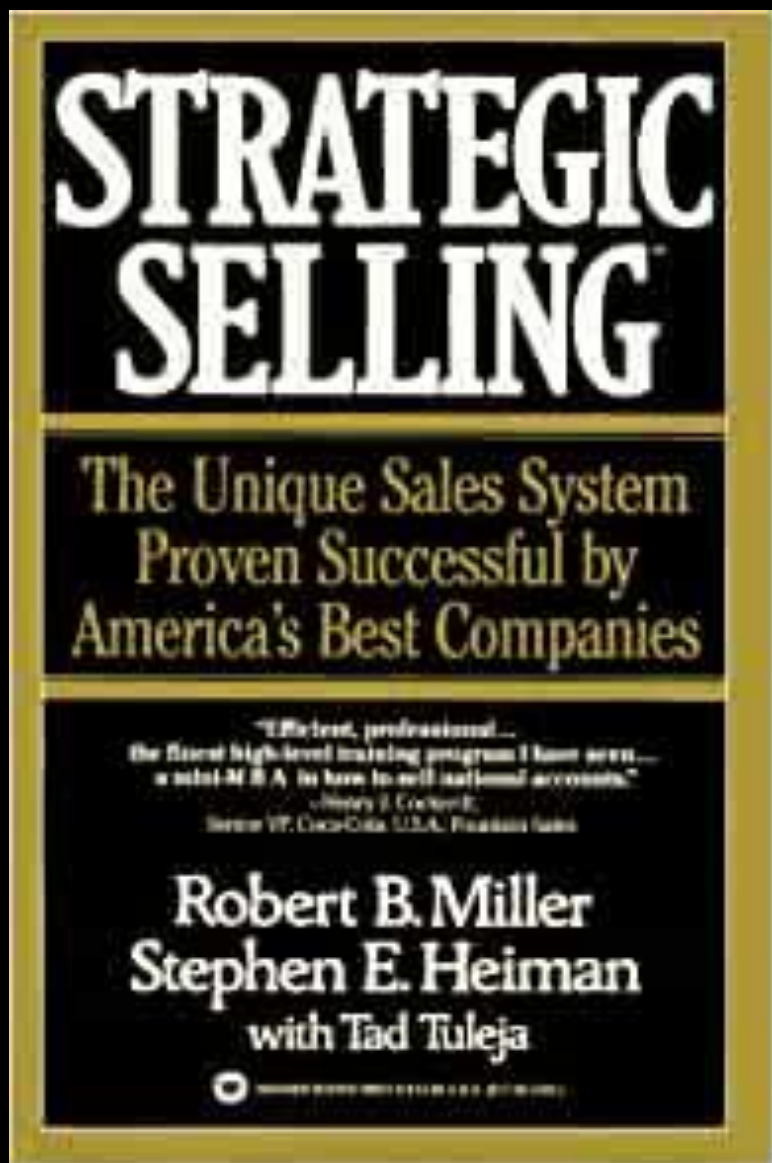
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2/17

You can learn a lot from Roger Dawson, a glib speaker and author of *Power Negotiation: You Can Get Anything You Want*. I once shared the platform with him at a major broadcast convention and can tell you he's one of the good guys. He's being very generous with his content on YouTube. There's a lot more where this one came from.

Perspectives-on-t....pdf

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Don't pick up the phone or drop by without a VALID BUSINESS REASON.

Valid: It's all about the customer.

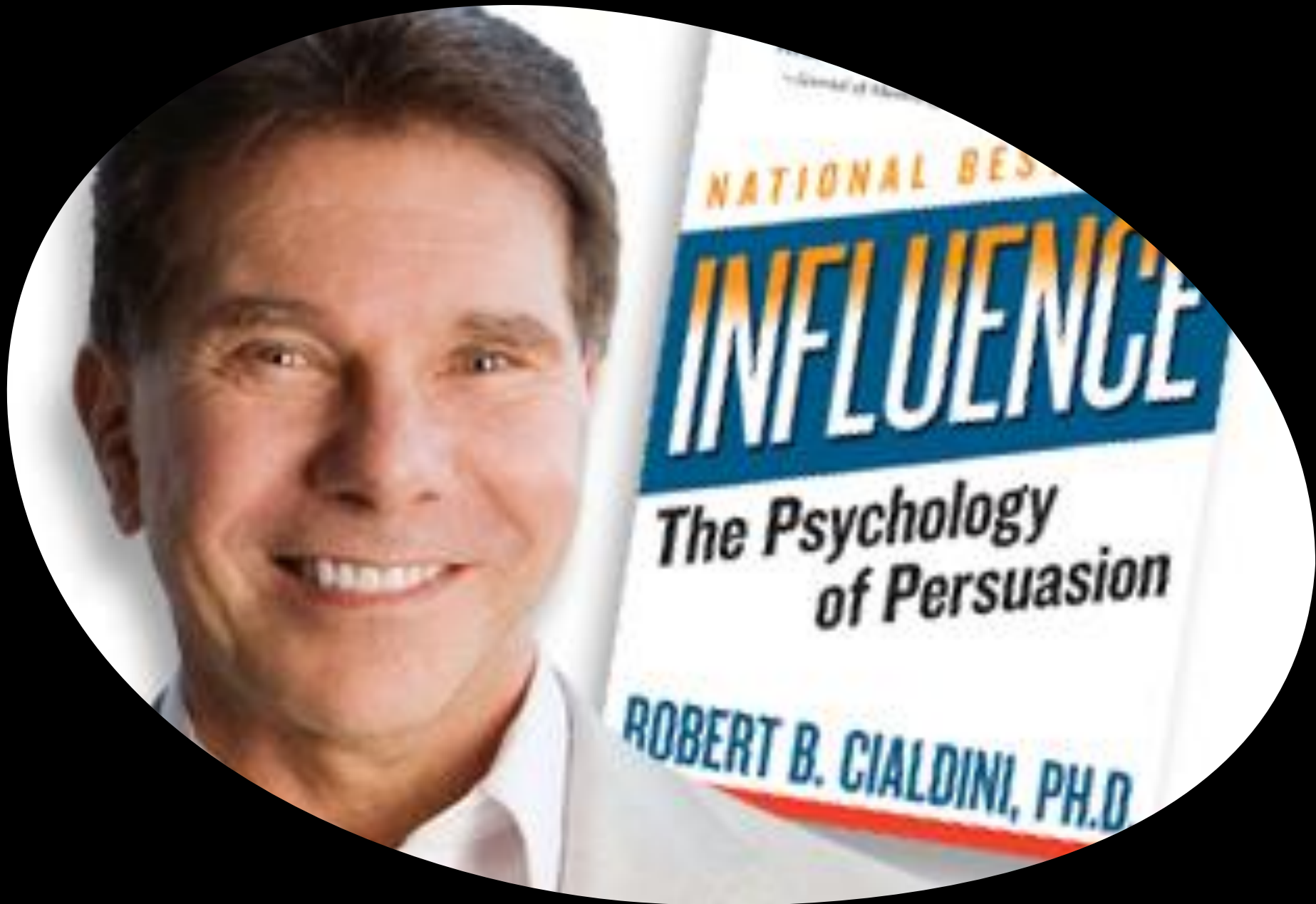
**Business: What are they trying to
fix, accomplish or avoid?**

**Reason: Not your reason—the
customer's reason to see you.**

It's strictly about business. It's focused on your customer's business and their individual challenges and goals.

The reason for my unexpected sales call is. . .

... because I have an idea
I want to run by you.





The Mindlessness of Ostensibly Thoughtful Action: The Role of "Placebic" Information in Interpersonal Interaction

Ellen Langer
Harvard University

Arthur Blank and Benzion Chanowitz
The Graduate Center
City University of New York

Three field experiments were conducted to test the hypothesis that complex social behavior that appears to be enacted mindfully instead may be performed without conscious attention to relevant semantics. Subjects in compliance paradigms received communications that either were or were not semantically sensible, were or were not structurally consistent with their previous experience, and did or did not request an effortful response. It was hypothesized that unless the

Request #1: “Excuse me, I have 5 pages, may I use the Xerox machine?”

Request #2: “Excuse me, I have 5 pages, may I use the Xerox machine because I have to make copies?”

Request #3: “Excuse me, I have 5 pages, may I use the Xerox machine because I am in a hurry?”

60%

Request #1: “Excuse me, I have 5 pages, may I use the Xerox machine?”

93%

Request #2: “Excuse me, I have 5 pages, may I use the Xerox machine, because, I have to make copies?”

94%

Request #3: “Excuse me, I have 5 pages, may I use the Xerox machine, because I am in a hurry?”

... **because** I found some research
I think you'll appreciate.

THE AD CONTRARIAN



JULY 24, 2019

Three Reasons To Like Gary Vee

If you ever tell anyone I said this I'll deny it, but I kinda like Gary Vee. I know he's full of shit but I can't help liking the guy.

Here are three reasons I like him:

1. He gives hope to those suffering from DDD (Delusional Disrupter Disorder.) These meatballs think that Gary's "just a poor boy with a vision" hooley is a model for success. They don't understand probability. They have about as much likelihood of gaining success from Gary's homilies as I have of winning a hugging contest. Nonetheless, he gives them hope.
3. Our business has two kinds of bullshit - the cold bullshit of the data weasels and the hot bullshit of the Gary Vees. You can have your Powerpoint-addled jargon-spewing data-monkeys. I'll take Gary's hot bullshit any day.
3. He had to grow up in New Jersey with the name Vaynerchuk. You try it.

"ONE OF OUR TRULY GREAT MARKETING ICONOCLASTS"
PROF. MARK RITSON



An Amazon #1 Best Seller

NOMINATED FOR MARKETING
BOOK OF THE YEAR



“People over 50 have about 70% of all the wealth in the country. They are responsible for about half of all consumer spending. They buy 62% of all new cars. Even though many are retired, they still have 55% higher annual income than some other adult demo groups.

“And on average they have a net worth about 3 times that of the rest of the people.

They dominate 94% of CPG categories. They are the internet's largest demographic constituency. They are much easier and much cheaper to reach than any other demographic group. And, according to Nielsen, they are the target for 5% of all advertising.

**Let me repeat the key fact here.
Even though people over 50 are
responsible for about half of the
consumer spending in country,
they are the target for 5% of all
ads.**

For instance . . .







“Tell it to me over the phone.”

**“Let’s go on Zoom because
I have some visual aids.”**

Besides it will take no more than 20-minutes
and it's a non-decision making,
fact-finding conversation.



WACO

HIPPODROME
11-12
MENTALIST
BLAKE ADAMS

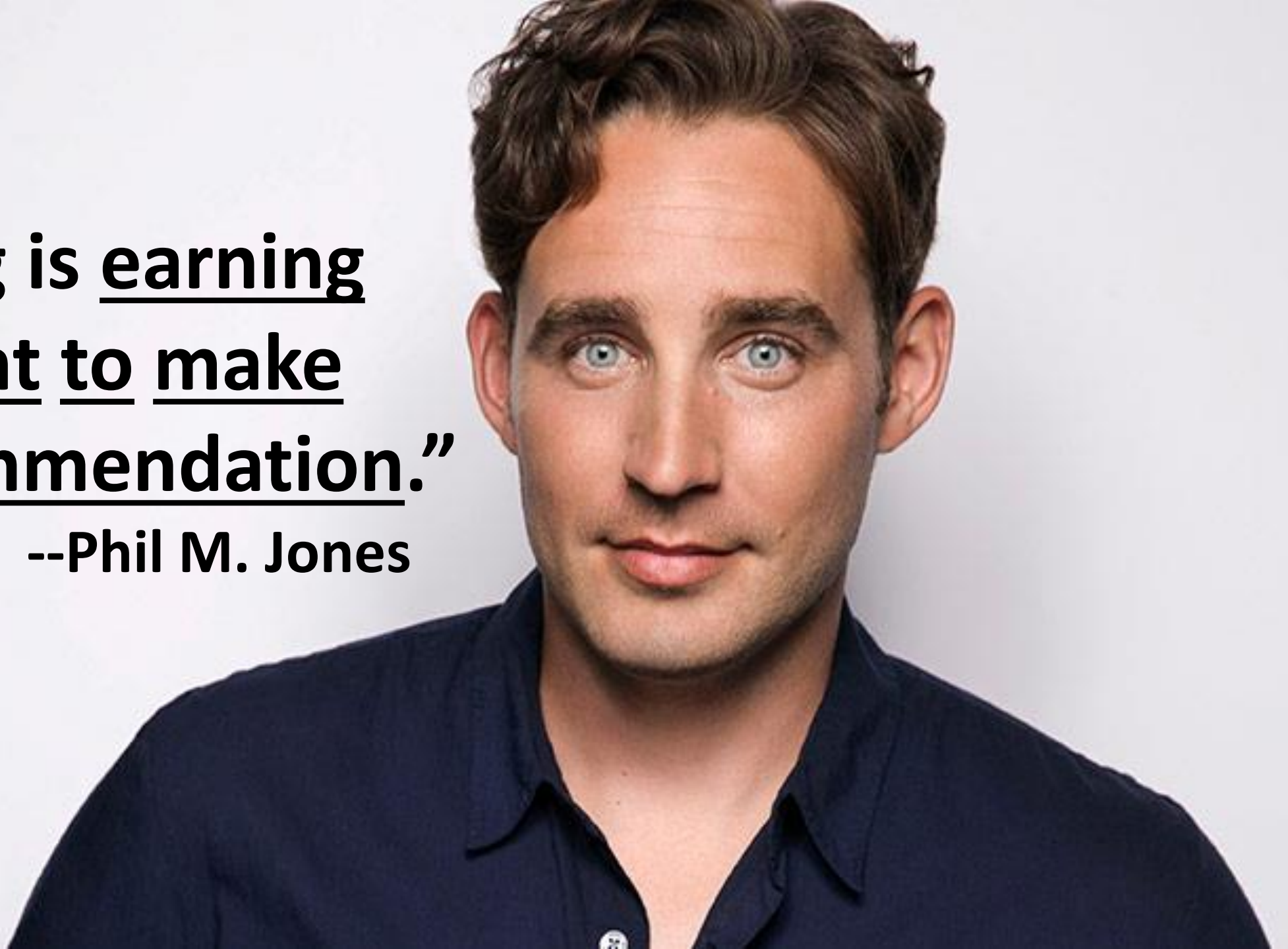
WACO
HIPPODROME

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LOFTS

TEXAS
FXV-1248

**“Selling is earning
the right to make
a recommendation.”**

--Phil M. Jones



**People buy the WAY you sell before
they buy WHAT you sell.**

		LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
OBJECTIVE	▶	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
LEVEL OF TRUST	▶	Neutral or distrustful	Some credibility	Credible to highly credible, based on sales person's history	Complete trust based on established relationships and past performance
APPROACH & INVOLVEMENT	▶	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
CONCERN OR SELF-ESTEEM ISSUE	▶	Being liked	Being of service, solving a problem	Being a resource	Being an "outside insider"

**APPROACH &
INVOLVEMENT**

**CONCERN OR
SELF-ESTEEM
ISSUE**

**PRE-MEETING
PREPARATION**

**POINT OF
CONTACT**

PRESENTATION

Minimal or non-existent	get prospect to buy into the process	industry information and "business intelligence"	comfortable because of trust and history
Being liked	Being of service, solving a problem	Being a resource	Being an "outside insider"
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
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
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 sales relationships, meetings, sales conversations, sales presentations, voicemails, emails and prospecting approaches.

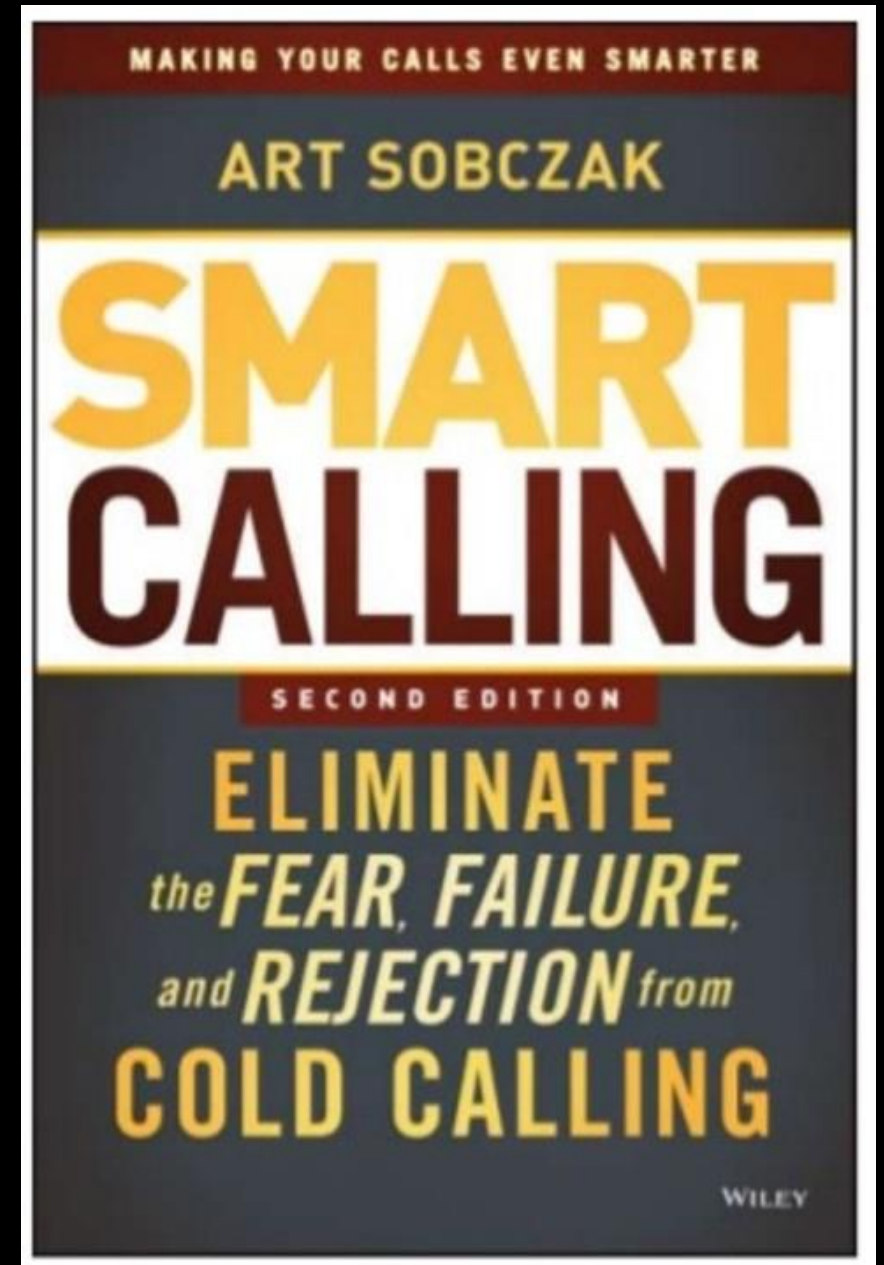


It's a quality game, not
a numbers game.

—Art Sobczak

“If you’ve left a good voicemail, then you’re more likely to get your call taken the next time.”

—Art Sobczak



Your 5-Step Voicemail Blueprint



Step 1: Tell your prospects how you learned about them and why you chose to call.

“Mr. Lytle, I heard a radio commercial about your upcoming seminar in Green Bay. Our firm works with speakers to provide back of the room materials they can sell to increase their daily fee. I’d like to ask you a few questions to see if your audiences and, therefore, you would benefit from our materials. Please take my call Monday at 10 AM when I call to follow up this message.”



Seven reasons your emails and voicemails don't connect

**1. No context for email or voicemail
(It comes out of nowhere.)**

“Mr. Lytle, I heard a radio commercial about your upcoming seminar in Green Bay. Our firm works with speakers to provide back of the room materials they can sell to increase their daily fee. I’d like to ask you a few questions to see if your audiences and, therefore, you would benefit from our materials. Please take my call Monday at 10 AM when I call to follow up this message.”

2. No pre-contact research

3. No benefit for the prospect

4. Level 1: All about you and your station

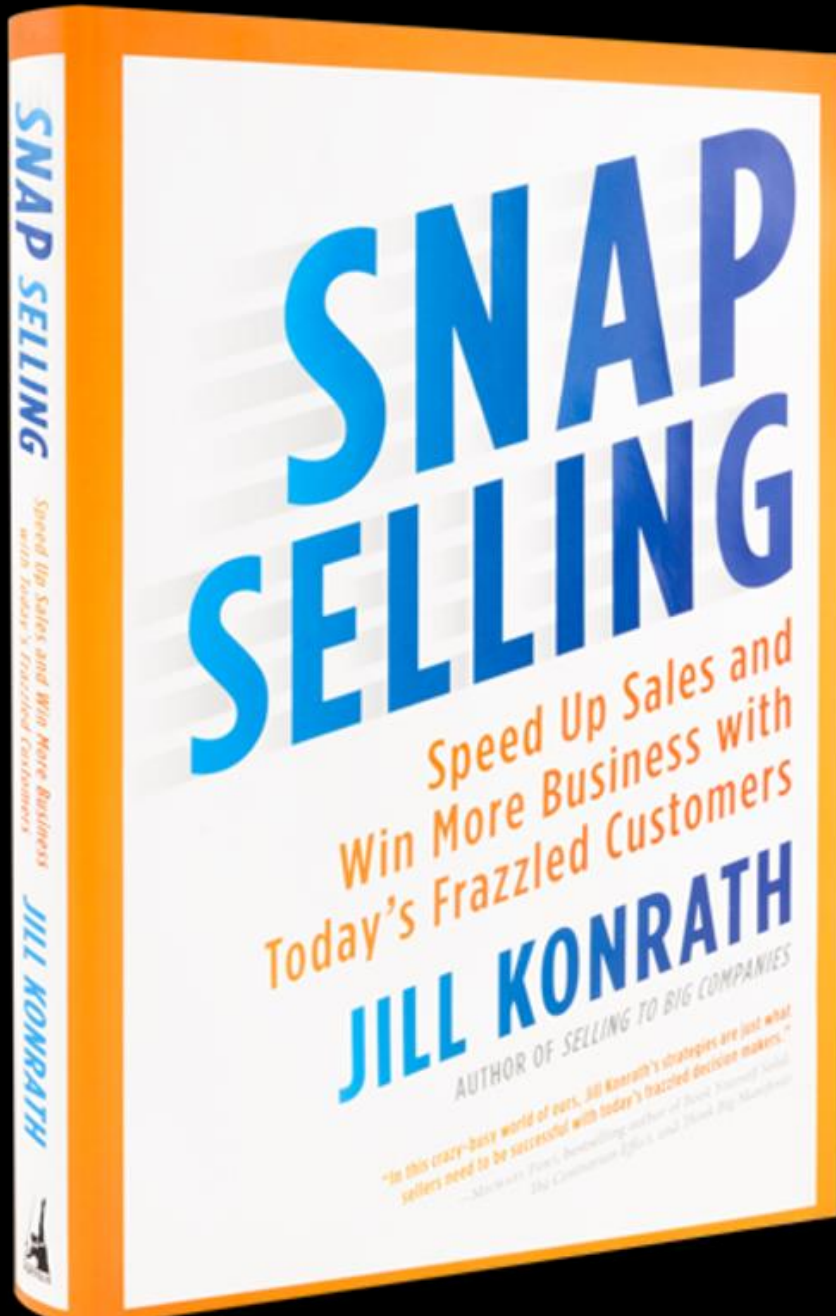
5. No customization or differentiation

6. Fail to ask permission to ask questions

**7. Assumes a need that
may or may not exist**

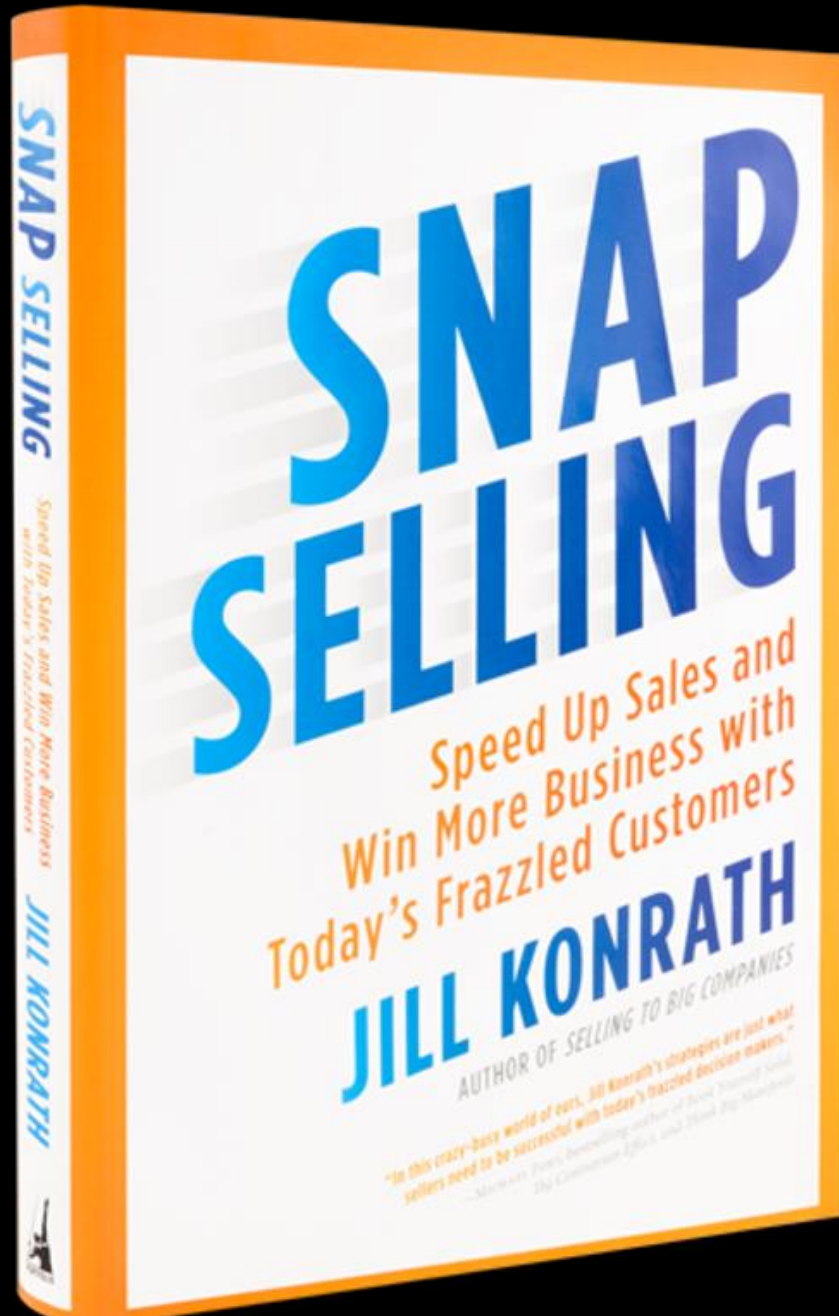


Jill Konrath

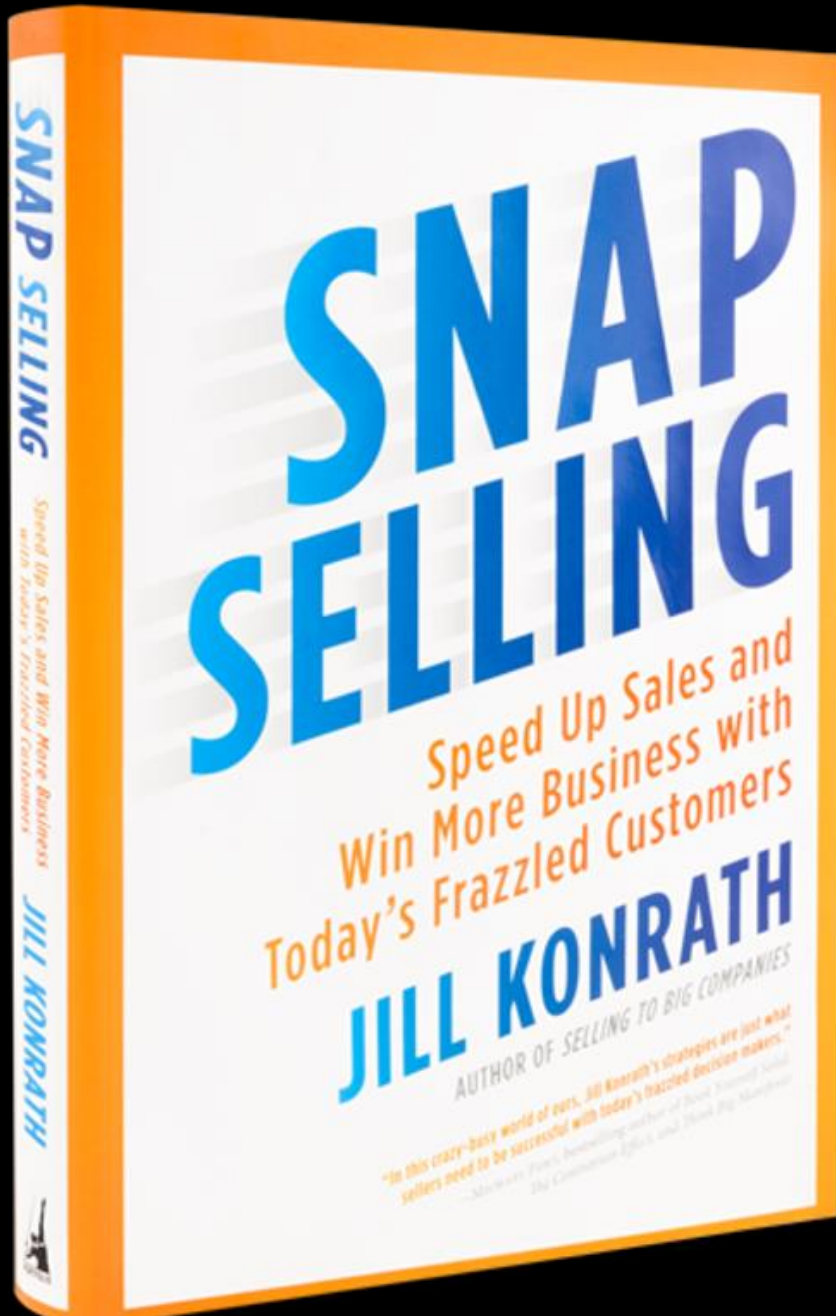


“Avoid promiscuous prospecting.”

**adjective: promiscuous,
demonstrating or implying an
undiscriminating or unselective
approach; indiscriminate or casual.**



“Be relentlessly
relevant.”



“Focus on 10 to 20 key prospects. Voicemail yourself before you voicemail your prospect.”



Sam Richter

in sales and business development."

—Harvey Mackay, New York Times #1 Bestselling Author, Swim With the Sharks

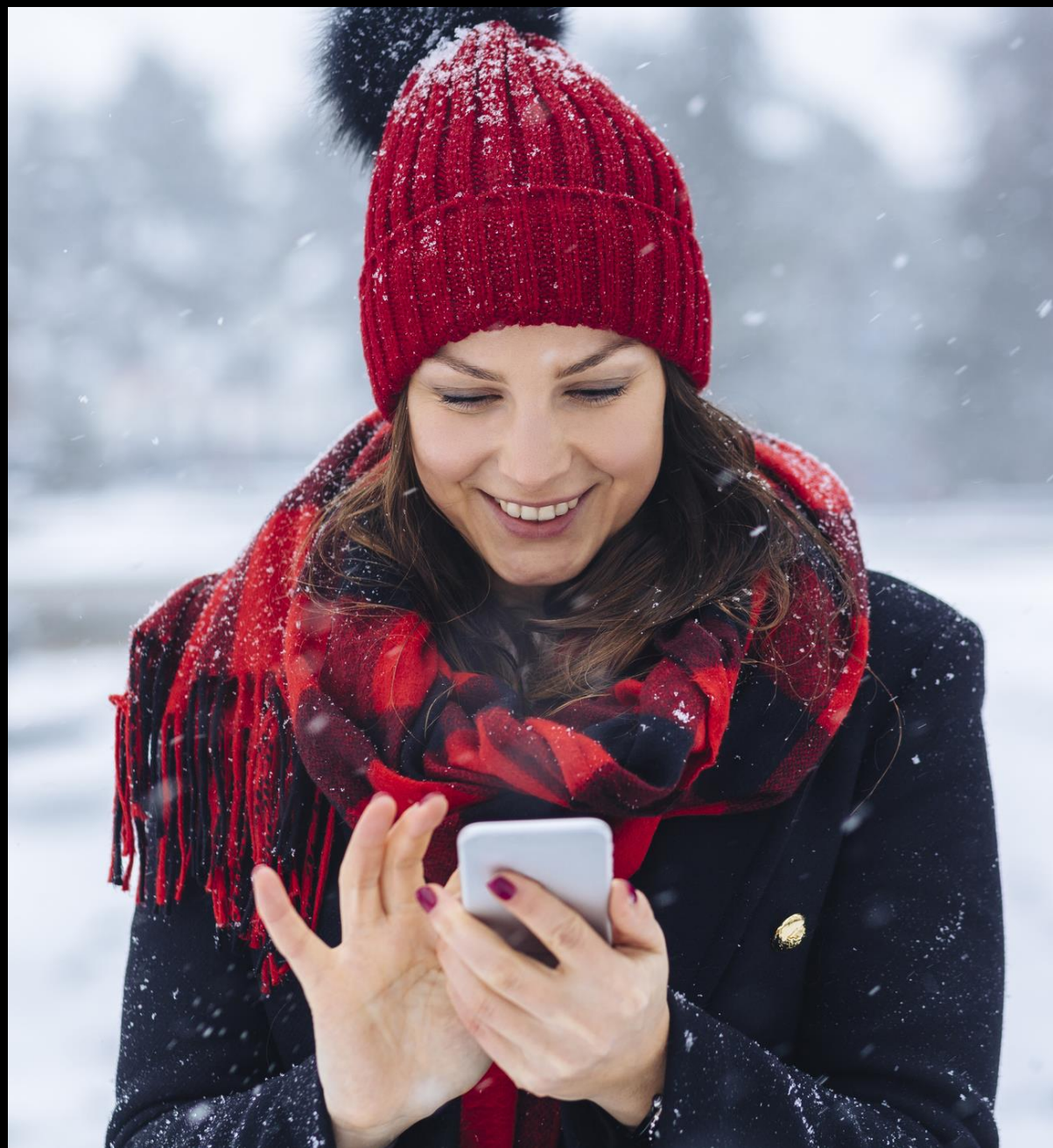
TAKE THE COLD OUT OF COLD CALLING

Web Search Secrets

Know More Than You Ever Thought You Could (or Should)
About Your Prospects, Clients and Competition

Sam Richter

Includes
Online
Resource
Center



**“Where can I get information so I know
what’s going on in their world?”**

3 x 5

**Learn 3 things in 5 minutes or
Learn 5 things in 3 minutes**

Boolean Searches

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filetype: PDF**

About 226 results (0.37 seconds)

Images for "chris lytle"+donor+Chicago+donation pdf



→ More images for "chris lytle"+donor+Chicago+donation pdf

Report images

[PDF] Western Transportation News (WTN)

<https://westransnews.org/wp-content/uploads/2018/02/.../downloadPDF.pdf> ▼

Feb 16, 2018 - WHY CHOOSE PACIFIC ENTERPRISE **BANK**? ➤ Dedicated SCHOLARSHIP **DONATIONS** 30, 2018. "This is our time," proclaimed **Chris Lytle** before his ... of New York City or **Chicago**. Acrobat PDF format.

[PDF] Chicago factory occupation wins demands - Iww

<https://www.iww.org/PDF/IndustrialWorker/IWJanuary2009.pdf> ▼

John Reimann for protesting inside a San Francisco **Bank** of America in soli- darity with Republic Windows **Chris Lytle**. GENERAL ... place publicity in the Industrial Worker by contacting iw@iww.org. **Donation** rates are: \$12 for 1" tall, ...

[PDF] March 2016, Vol. 39, No. 1 - Nebraska Broadcasters Association

https://www.ne-ba.org/files/News_and_Events-Modulator/March%202016.pdf ▼

Apr 7, 2016 - The board also approved purchasing a series of **Chris Lytle** sales and ... equipment that may be **donated** to the NBA for preservation. Exposition in **Chicago**. "Chairman's Club" **donors** pledge \$1,000 while Platinum-level

[PDF] the best of all possible seasons - Goodman Theatre

https://goodmantheatre.org/Documents/ReportsFigures/.../1011_AnnualReport.pdf ▼

work one of the major successes of the **Chicago** theater season, which from longstanding **donors** and a record number of new supporters. **donated** their time, resources and dedication to the theater, and were **Chris Lytle**. Orlanda B.

[PDF] East Bay Book of Lists - East Bay Economic Development Alliance

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32

Mr. James S. Cabrera

Adams IV

2010/2011 Season
Annual Fund Donors

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Eli and Elizabeth Campbell	Mike and Lisa Fitzgerald	Leland Hutchinson and Jean Perkins	Robert B. Lifton and Carol Rosofsky	Seymour H. Persl
Mark Cappello	Eleanor Flavin	Pamela Hutul	Agnes Liou	Charles and Jane
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David R. Conrad	Jill Garling		Michael McCaslin	

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Chris Lytle - Wikipedia

https://en.wikipedia.org/wiki/Chris_Lytle

Chris Scott Lytle (born August 18, 1974) is a retired American mixed martial artist, boxer and a veteran of the Ultimate Fighting Championship. **Lytle** was prominently featured as a Welterweight on The Ultimate Fighter 4: The Comeback.

Other names: Lights Out **By submission:** 22

Reach: 68 in (173 cm) **Team:** Integrated Fighting Academy

[Background](#) · [Mixed martial arts career](#) · [Personal life](#) · [Mixed martial arts record](#)

Videos



BKFC 2 Debut: Chris Lytle vs. Drew Lipton

Bare Knuckle Fighting...
YouTube - Aug 15, 2019



Bare Knuckle FC 2:
Chris Lytle Came Out Of Retirement ...

MMAFightingonSBN
YouTube - Aug 23, 2018



Bare Knuckle FC 2:
Chris Lytle Says Body Shots in Bare ...

MMAFightingonSBN
YouTube - Aug 26, 2018



Chris Lytle

American mixed martial artist

Chris Scott Lytle is a retired American mixed martial artist, boxer and a veteran of the Ultimate Fighting Championship. Lytle was prominently featured as a Welterweight on The Ultimate Fighter 4: The Comeback. [Wikipedia](#)

Born: August 18, 1974 (age 45 years), Indianapolis, IN

Weight: 170 lbs

Height: 5' 11"

Spouse: Kristin Lytle

Movies: [UFC 93: Franklin vs. Henderson](#), [UFC 86: Jackson vs. Griffin](#), [UFC 68: The Uprising](#), [UFC 81: Breaking Point](#)

Education: [Southport High School](#), [Indiana University](#)

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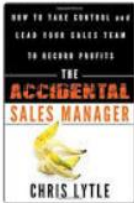
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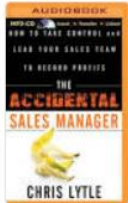
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About Chris Lytle - Instant Sales Training

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Chris Lytle has conducted more than 2200 seminars throughout the English-speaking world. A gifted speaker and teacher, Chris inspired and educated ...

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Your 5-Step Voicemail Blueprint



**Step 2: Explain the benefit or outcome
the prospect can expect.**

“Mr. Lytle, I heard a radio commercial about your upcoming seminar in Green Bay. Our firm works with speakers to provide back of the room materials they can sell to increase their daily fee. I’d like to ask you a few questions to see if your audiences and, therefore, you would benefit from our materials. Please take my call Monday at 10 AM when I call to follow up this message.”

**When you're selling a solution
market the problem.**

Your 5-Step Voicemail Blueprint



Step 3: Don't assume the prospect needs what it is you're offering.

“Mr. Lytle, I heard a radio commercial about your upcoming seminar in Green Bay. Our firm works with speakers to provide back of the room materials they can sell to increase their daily fee. I’d like to ask you a few questions to see if your audiences and, therefore, you would benefit from our materials. Please take my call Monday at 10 AM when I call to follow up this message.”

Step 4. Don't leave a number or ask the prospect to call you back.

**Step 5. Say what you will do.
Then, do it.**

“Mr. Lytle, I heard a radio commercial about your upcoming seminar in Green Bay. Our firm works with speakers to provide back of the room materials they can sell to increase their daily fee. I’d like to ask you a few questions to see if your audiences and, therefore, you would benefit from our materials. **Please take my call Monday at 10 AM when I call to follow up this message.”**

False assumptions



**Your early
childhood
experience
works
against you
in selling.**



“Take care, Christopher.”

“Don’t speak to strangers.”

“Be careful.”

“Take a risk.”

“Start your own business, son.”

“Become a road warrior.”

You're not putting yourself on the line. You're putting your prospecting system on the line. And you can always tweak your prospecting system.

“It’s not the cold call. It’s the interrupting. Interrupt. Without interrupting, your pipeline will be empty. Exposing them to a new idea is a big favor. The extent you’re resisting interrupting more people is the extent to which you’re holding yourself back.” —Jeb Blount



“The fear of rejection is so huge in our society. There’s a real easy way out of it. And that’s to seek rejection. Rather than try to sell something tomorrow, how many noes are you going to get? Once you realize you’re not afraid of being told, ‘No,’ you have this huge source of power.”

—Steve Chandler



“Make sure you get at least five. And the next day get three. It’s harder than you think. Set up a system because if you’re afraid to get a no, you will never come close to what you can do.”





FOR BUSINESS OWNERS WHO ARE
TIRED OF CHASING THE NEXT SALE

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The World's #1 Authority on Trust-Based Selling
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“I’m giving you a ring to see if you have any feedback from our last conversation.” –Ari Galper

The “Magic” Question

**The Magic
Question: Are you
willing to work with
me on a calendar
basis.**



**Real prospects engage with you.
Information seekers will let (make)
you chase them down.**

The “Magic” Email

Subj: Quick Question



Cliff,

I have you on my waiting for list of people I'm expecting to hear back from. Am I still on your radar?

Chris



Magic Phrase #1

“This is the way I work . . .”

**People buy the WAY you sell
before they buy WHAT you sell.**

The Top 3 Buyer Dislikes

- 1. Lack of preparation**
- 2. Lack of interest or purpose**
- 3. Over-aggressiveness and failure to listen.**



Magic Phrase #2

“In preparing for this meeting I . . .”

**Case study: what you can learn
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5 Free Scripts for Writing Handwritten Notes That Wow Your Customers



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