

Customers PREPARATION

FOCUS Messaging

Solutions

Invest Motivate

Desire Excellence ENGAGE

Persistent

Trust or Success

Initiate **Pest?** GOALS

PLAN

**Creating Follow Up
Campaigns that Work!**

Value

Discipline Relationships

Questions

Habits

RESULTS!



Getting the Most Out of Today!

1. Evaluate yourself on today's concepts.

When you hear something that might improve your performance, don't say to yourself "I knew that" but ask yourself, "How good am I at that?" Self-evaluation is the 1st step to improving your performance.

2. The objective is to make yourself better.

That is why you came in the first place. Find the golden ideas and convert them to your world. Leave with new things that will help you... don't leave with the same information you came in with. Search for 3 things you can start doing differently tomorrow.

3. Take this information and adapt it to your situation.

Think about how you can make this work in your environment with your team and clients. Try to adapt these principles as soon as you hear them.

4. Don't do it like Tim does it. Do it like you do it.

Modify Tim's concepts and words to your own personality and style.

5. All ideas won't work all the time.

So what...very few things in life work all the time. Decide what WILL work and concentrate on those ideas.

6. Take great notes.

All your ideas from today's program can fall victim to the everyday work that awaits you after the event. Too many times great information goes uncultivated before it has a chance to be implemented. Capture your ideas completely and then share them with a colleague who didn't attend this session. This increases your success of doing things you might put off for months...maybe forever.

7. Ask anything any time. Challenge anything any time.

If you don't understand, ask why. Write down questions as they occur to you and ask them at the first appropriate moment.

Introduction

Guidelines for the Call

- #1. Please be considerate of ALL background noise
- #2. Don't focus on what won't work, look for (and adapt) ideas that will work for you
- #3. Keep track of all your questions

Your Expectations for Today's Program

- ◆ Learn new information
- ◆ Confirm existing knowledge (BFO)
- ◆ World doesn't pay you for what you _____, it pays you for what you _____
- ◆ Increase your awareness—take GREAT notes

What I'll Be Exploring Today

- ◆ The simplest (and often overlooked) idea for increasing your win ratio with new prospects
- ◆ Ten surefire ways to stay in touch with even your most elusive customer
- ◆ How to put together a plan that demonstrates persistence without becoming a pest
- ◆ The one phrase you should use at the end of every conversation
- ◆ Templates and scripts designed to get prospects re-engaged
- ◆ What to do when prospects start to completely ignore you
- ◆ When and how to say “goodbye”

Persistent or Pest?

Principle #1
Follow up or fail.

According to a study performed by the National Sales Executive Association....

_____ % of sales are made on the 1st contact

_____ % of sales are made on the 2nd contact

_____ % of sales are made on the 3rd contact

_____ % of sales are made on the 4th contact

_____ % of sales are made on the 5th contact

Methods for staying in touch...

1. Email

6. _____

2. Phone/voice mail

7. _____

3. Fax

8. _____

4. _____

9. _____

5. _____

10. _____

Persistent or Pest?

Principle #2

Plan your work, work your plan.

TOUCH POINT SCORECARD

Opportunity: All American Widgets Inc

Contact: Bob Buyer

	When	How	What
#1.	Sept 1	Post card	Info on upcoming prospecting tele-seminar
#2.	Sept 14	_____	Seminar registration is closing tomorrow
#3.	Sept 17	Email	Concerns that I'm becoming a pest
#4.	Sept 28	_____	If I'm working this hard now, wait till you sign the contract!
#5.	Oct 6	_____	Should I stay or should I go?
#6.			
#7.			
#8.			

Persistent or Pest?

Principle #3

A.B.C.

“I spend a lot of my time working with clients like yourself and I realize how busy your calendar must be. Why don’t we minimize voicemail tag by scheduling our next conversation right now. It will save both of us a lot of hassle and headache. What looks good for you?”

“Can we plan to get back to each other on a day and time that works for you? My goal isn’t to close the sale, but to simply bring closure regardless of what you decide. Scheduling our next conversation now prevents us from having to chase each other... would that be OK with you?”

“I’m contacting you because last time we spoke we agreed to touch base today to discuss...”

Principle #4

Put them on auto-drip.

- ◆ Develop 12 _____ _____ that your clients can use to improve their business
- ◆ Local school—design contest for electronic newsletter
- ◆ Load all email addresses into Constant Contact, Exact Target, etc
- ◆ Every week, paste 1 idea, hit send and then repeat in four weeks

Persistent or Pest?

Principle #5

Assume the worst (and sometimes you'll get the best!).

“Hopieum” questions...

Look for _____ responses.

Are biased by what you “hope” to hear.

Make it difficult for the customer to share _____ news.

Create more work for you!

You: “Do you have any more questions that I can answer?”

Customer: “No, I think I have everything I need.”

You: “So you are 100% confident that there’s nothing else that I can do or say that will make you feel more comfortable with what I proposing?”

Persistent or Pest?

Principle #6

Know when (and how) to take your ball and go home.

Remember... you've got nothing to lose and everything to gain!

Sample voice mail scripts

“Hi Tony, this is Tim Wackel at The Wackel Group. I’m beginning to feel that we’re starting a love-hate relationship. I love to leave messages and you hate to return them. I’m assuming you’ve decided to move in another direction so I’ll archive your file and say thanks for considering us. Best wishes for your continued success. “

“Hi Tony, this is Tim Wackel at The Wackel Group. It’s been 9 weeks since we last spoke and I’m assuming that you have decided to move in a different direction and that’s okay, we are not a perfect fit for everyone. My plan is to move forward by archiving your file in case we ever have the opportunity to work together in the future. I wish you the best of luck on your project, thanks for considering us.”

Moving Forward

If you were serious about having the best sales career possible, what would you start doing differently tomorrow? Write three ideas that you're committed to trying.

#1

#2

#3

Worth Thinking About...

If you don't change what you are doing, your life will be like this forever.
Is that good news?

ROBERT ANTHONY

There is only one thing more painful than learning from experience and that is not learning from experience.

ARCHIBALD MCLEISH

The secret of your future is hidden in your daily routine.

MIKE MURDOCK

Simplicity is the ultimate sophistication.

LEONARDO DA VINCI

Any fool can criticize, condemn and complain... and most fools do.

DALE CARNEGIE



Tim Wackel is one of today's most popular business speakers who has mastered the ability to make information entertaining, memorable and easy to understand. He combines more than 20 years of successful sales leadership with specific client research to deliver high-impact programs that go beyond today's best practices. Tim's keynotes and workshops are insightful, engaging and focused on providing real world success strategies that audiences can (and will!) implement right away.

His success as a sales speaker and trainer is built upon a lifetime of accomplishments and first-hand experiences that include:

- Being recognized as the number one producer in a 10,000 person sales organization
- Helping lead a Silicon Valley startup through a successful IPO
- Directing a 50 million dollar sales organization for a Fortune 500 Company

Today Tim is hired by clients who want their managers and salespeople to succeed in business *and* in life. His list of clients includes organizations like Allstate, Cisco, Hewlett Packard, Philips Medical Systems, Raytheon as well as many professional and trade associations. Tim's programs are valued by companies both large and small and his monthly e-newsletter *Speaking of Sales* is read by thousands of loyal clients around the world.

Tim is the founder and president of The Wackel Group, a training and consulting firm dedicated to helping organizations find, win and keep customers for life. He is an active member of the American Society for Training and Development and holds a professional membership in the National Speakers Association. He earned his Electrical Engineering degree from the University of Nebraska and currently lives in Dallas where he and his wife enjoy the constant thrills of raising two teenagers.

