



1



2

What To Expect.

- 1** **Sixty Minutes**
- Rapid Fire**
- Q&A**
- Recorded**



t.

The complex block contains a list of items under the heading 'What To Expect.'. The first item is '1 Sixty Minutes', followed by 'Rapid Fire', 'Q&A', and 'Recorded'. To the right of the list is a graphic with the text '60 MINUTES' in a stylized font over a clock face showing the number 55. At the bottom right of the block is a small blue 't.' logo.

3

Overcome Prospecting Mistakes and Increase Your Sales Pipeline

5

Today's Objective.

3 • Maintain determination and drive when faced with a diverse set of challenges

- Ensure the sales process is moving in a mutually beneficial direction
- Develop a strong rhythm of productive habits that support your sales goals



6

Question

“What is prospecting?
What does it involve?”



7

What Is **Prospecting**

Active

- Prospecting / lead generation
- Out-bound leads
- You are in control

Passive

- Branding & marketing
- In-bound leads
- The prospect is in control



8

Success **Triangle**



9

Taking **Control**

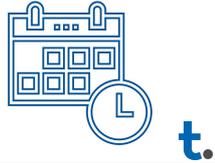


10

Behaviour **Mistakes**

Mistake #1: Not maintaining proper schedule orientation.

- Time blocking

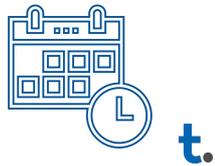


11

Behaviour **Mistakes**

Mistake #1: Not maintaining proper schedule orientation.

- Time blocking



12

Time **Blocking**

Pomodoro Technique

- Time management framework
- Sales Surge



13

Behaviour **Mistakes**

Mistake #2: Not having a goal for meaningful conversations.

- Purpose



14

Behaviour **Mistakes**

Mistake #2: Not having a goal for meaningful conversations.

- Purpose
- Agenda



15

Behaviour **Mistakes**

Mistake #2: Not having a goal for meaningful conversations.

- Purpose
- Agenda
- Outcome



16

Controlling the Meeting

Appreciate your time ...

Naturally you'll have questions ...

Obviously I'll have questions ...

Typically at the end ...



17

Behaviour Mistakes

Mistake #3: Not placing importance on booking first time appointments.



18

Behaviour Mistakes

Mistake #3: Not placing importance on booking first time appointments.



19

Behaviour **Mistakes**

- Mistake #1: Not maintaining proper schedule orientation.
- Mistake #2: Not having a goal for meaningful conversations.
- Mistake #3: Not placing importance on booking first time appointments.



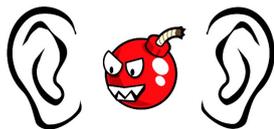
20

Success **Triangle**



21

Attitude **Mistakes**



22

Attitude Traps

Trap #1: Having a scarcity mindset and not turning the 'bubble gum machine,' enough.



23

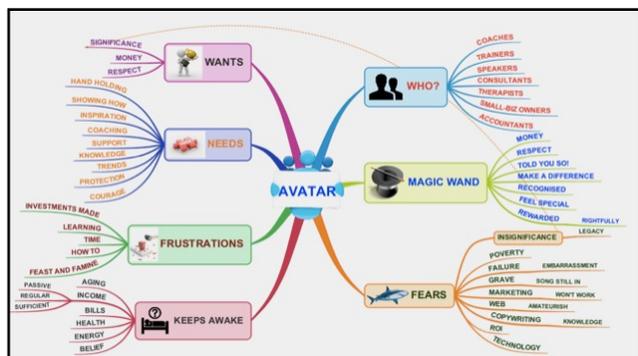
Attitude Traps

Trap #1: Having a scarcity mindset and not turning the 'bubble gum machine,' enough.

- What's your green bubble gum?



24



25



26

Attitude Traps

Trap #2: Believing you're not worthy of your clients' time.

- Equal business stature



27

Attitude Traps

Trap #3: Letting your ego alter your decision making.



28

Attitude **Traps**

Trap #1: Having a scarcity mindset and not turning the 'bubble gum machine,' enough.

Trap #2: Believing you're not worthy of your clients' time.

Trap #3: Letting your ego alter your decision making.



29

Success **Triangle**



30

Poor **Technique**

Poor Technique #1: Being unfamiliar with your talk tracks.

- What talk tracks should you have?



31

Poor Technique

Poor Technique #2: Being unprepared for sales calls.

- Prepare for calls with a pre-call plan



32

Pre-Call Planner Tool Sandler Training
Finding Power in Relationships™

Selling Team Attitudes: _____
 Account: _____ I, XUSE Designation: _____

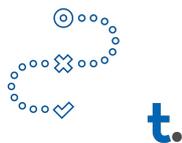
Client Contact	Role	Cost of Change		Linkedin Connectd?	DISC Style D, I, S or C	Existing Relationship? (Friend, Insurer, Family) F, N or E
		Met Before? Y/N	Y/N			

Selling Style - Have you pre-brided?
 Relationship Issues
 Business Issues
 Roles/responsibilities
 What Should You Bring?
 Goals for call:
 Goals:
 Obstacles:
 Key questions to ask:
 Questions the buyer may ask you (include your responses):
 Planned Up-Front Contract - (Time, Agenda, Agenda, Outcome)

33

Poor Technique

Poor Technique #3: Failing to uncover pain.

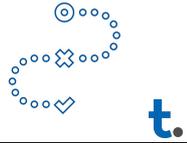


34

Poor **Technique**

Poor Technique #3: Failing to uncover pain.

• Pain which means



35

Poor **Technique**

Poor Technique #1: Being unfamiliar with your talk tracks.

Poor Technique #2: Being unprepared for sales calls.

Poor Technique #3: Failing to uncover pain.

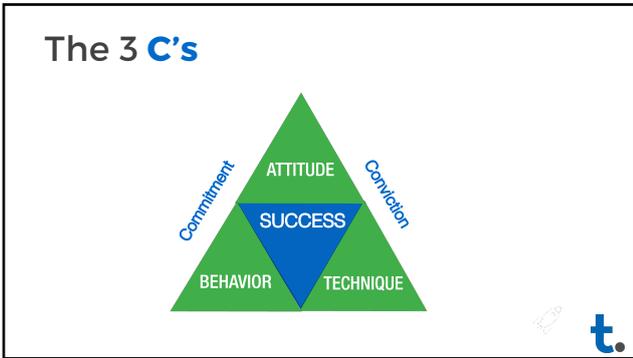


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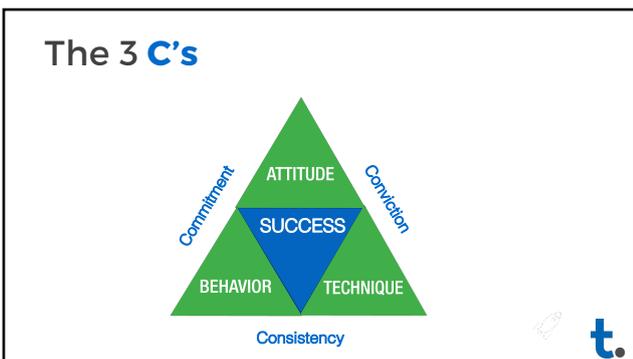
The 3 **C's**



37



38



39

Formula For Prospecting Success

Attitude + Technique - Behaviour
= No prospecting

Behaviour + Technique - Attitude
= Poor execution

Attitude + Behaviour - Technique
= Low conversion

t.

40

Question



What is prospecting?
What does it involve?



41

Wrap Up.

- Maintain determination and drive when faced with a diverse set of challenges
- Ensure the sales process is moving in a mutually beneficial direction
- Develop a strong rhythm of productive habits that support your sales goals



42



43
