

Starting More Interesting Sales Conversations

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**Starting More Interesting
Sales Conversations**

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What To **Expect**

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



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- 2** **Participate**



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Our Objective

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- Properly introduce yourself and your company in a way that drives more interesting sales conversations.
- Ask engage questions
- Make the conversation about the buyer's needs and differentiate yourself from competitors

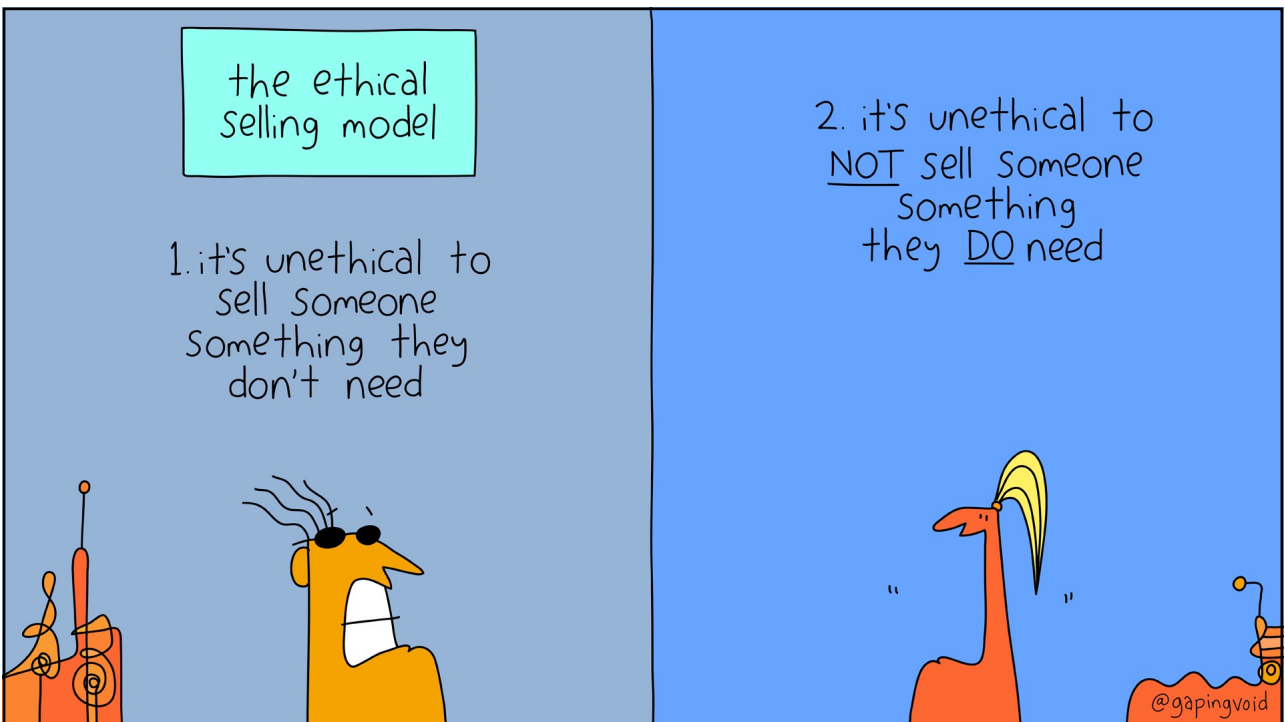
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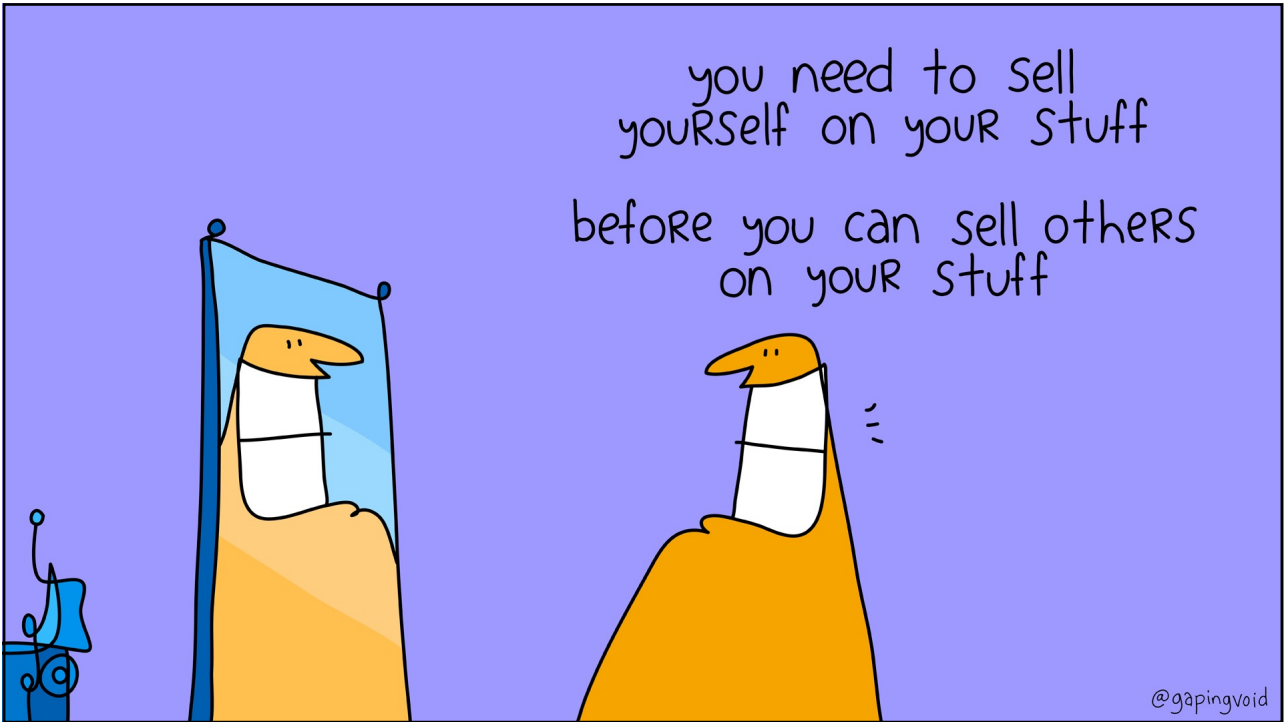
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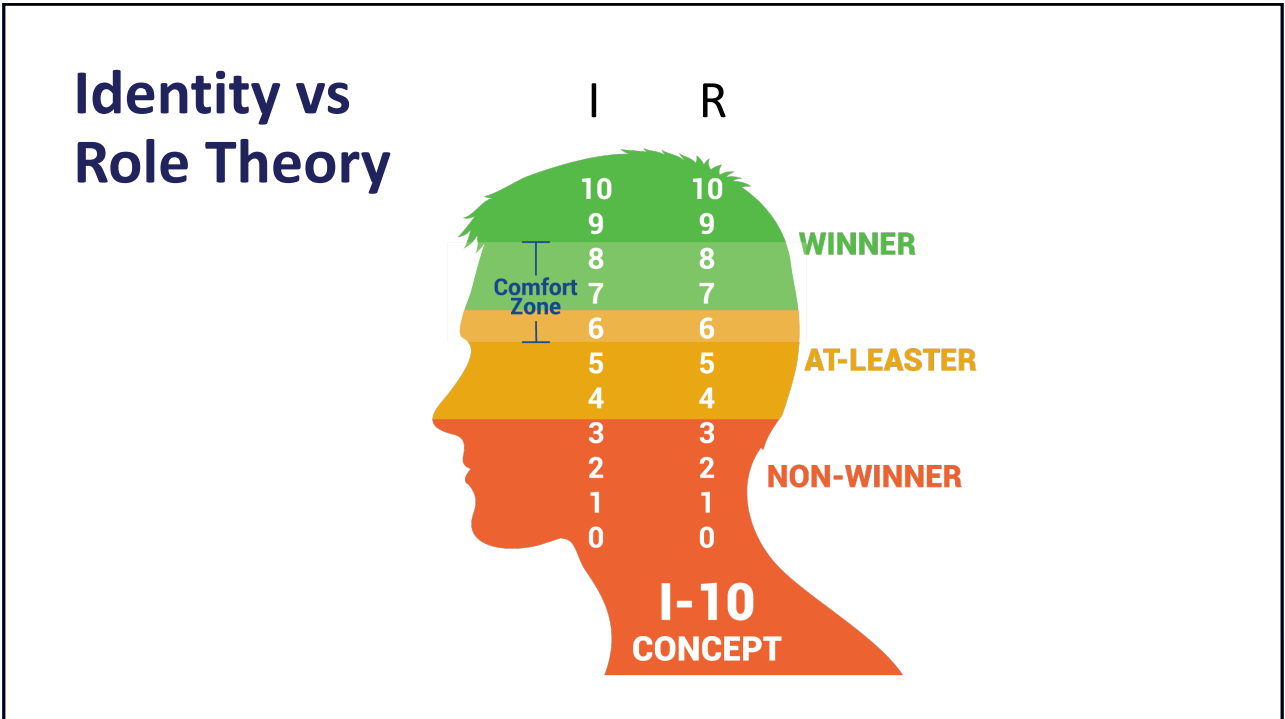
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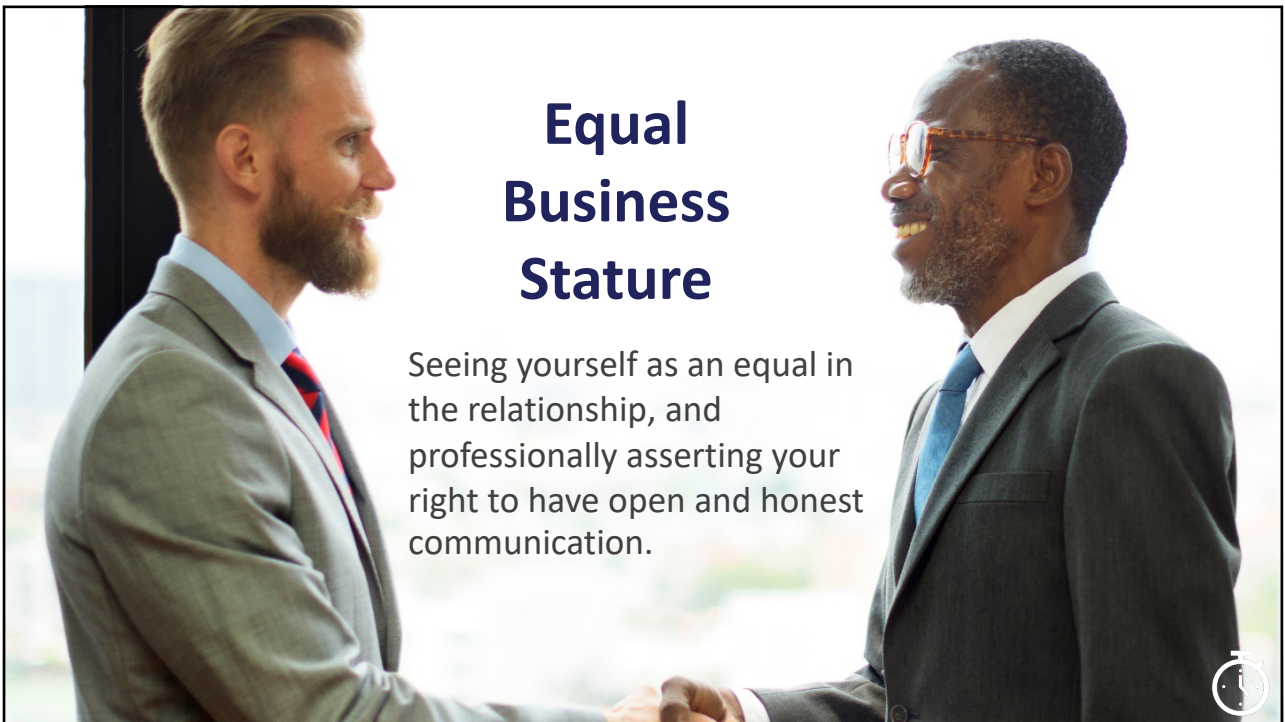
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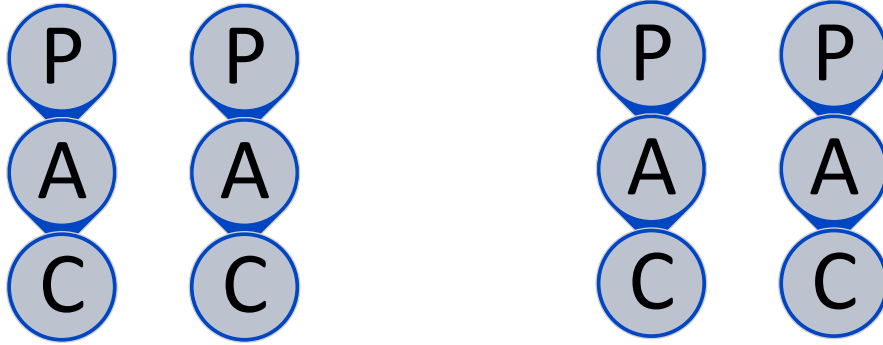


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Equal Business Stature

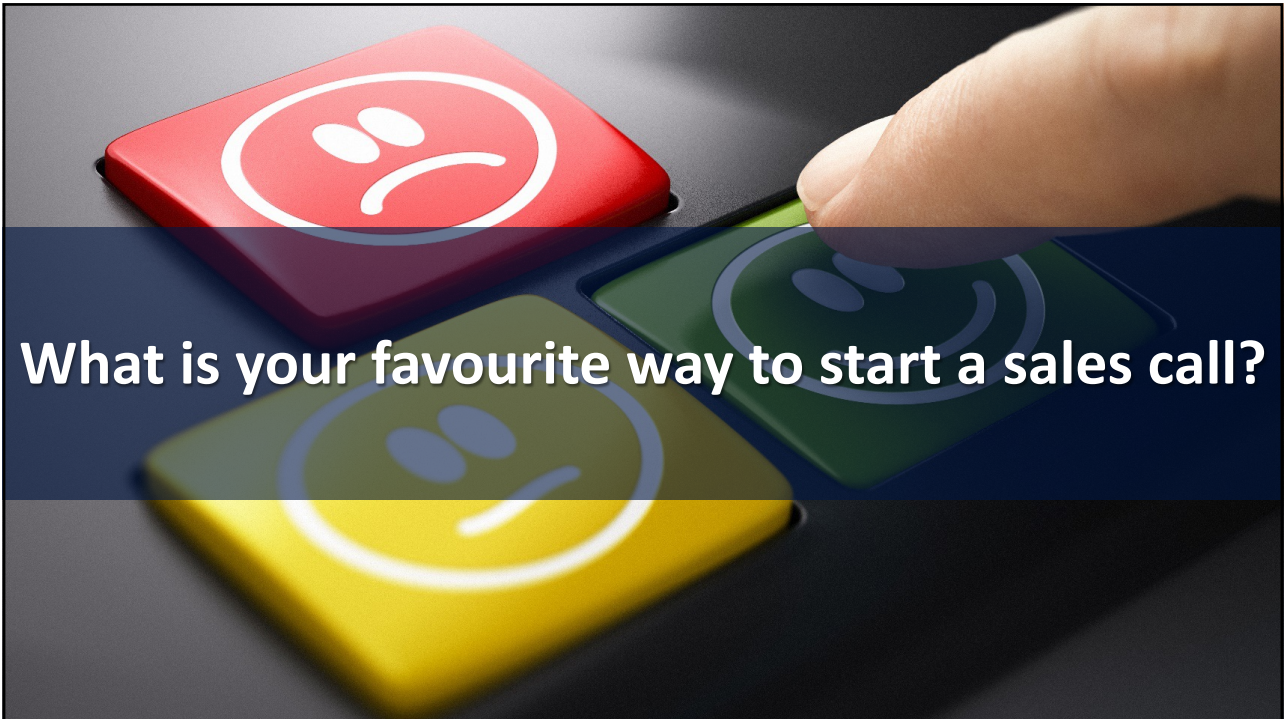


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Engaging Gatekeepers & Leaving Voicemail



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What is your favourite way to start a sales call?

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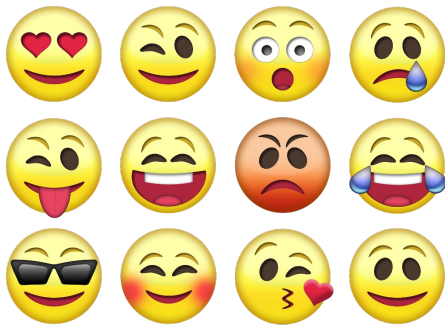
**The Pattern
Interrupt**

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Emotional Trigger Words

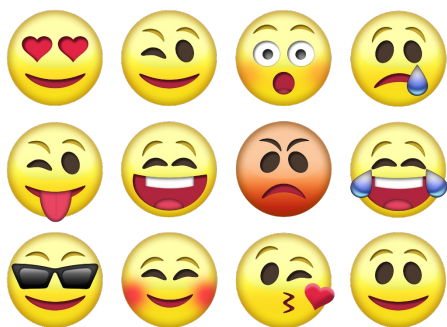


- Frustrated
- Uncertain
- Disappointed
- Discouraged
- Worried
- Angry
- Concerned
- Afraid



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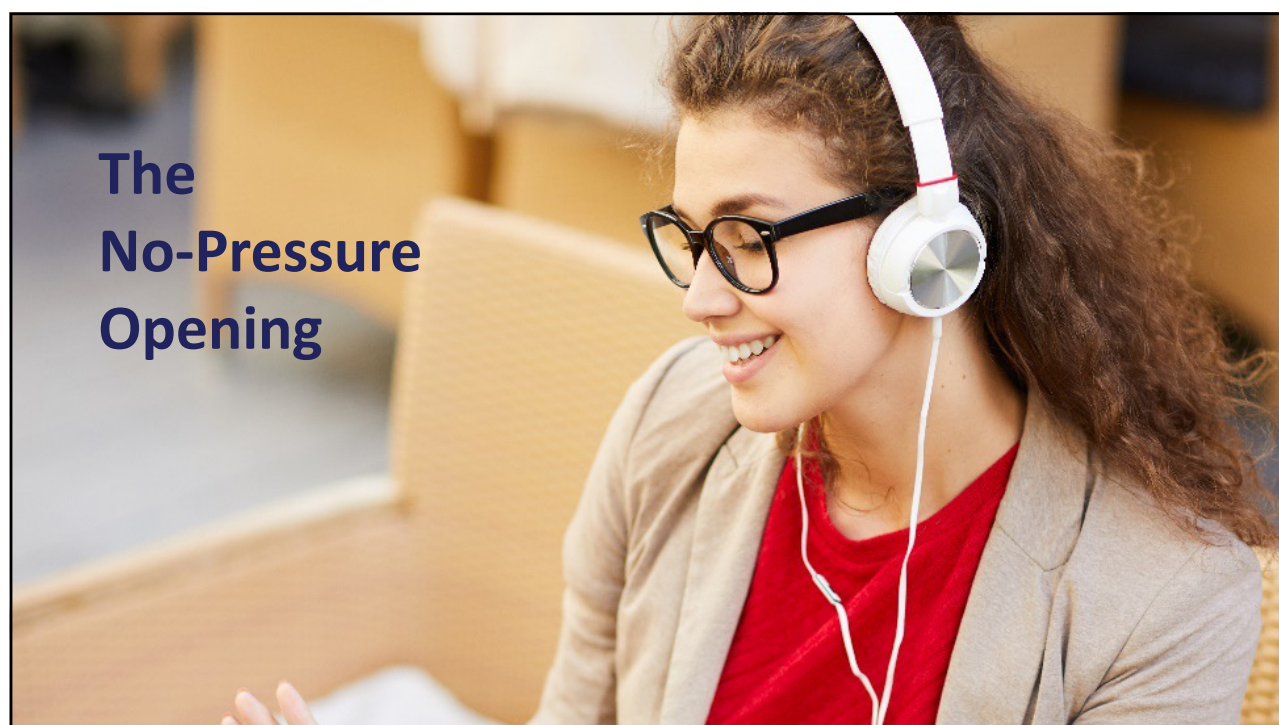
Emotional Trigger Words



- Excited
- Thrilled
- Encouraged
- Happy
- Positive
- Transformation



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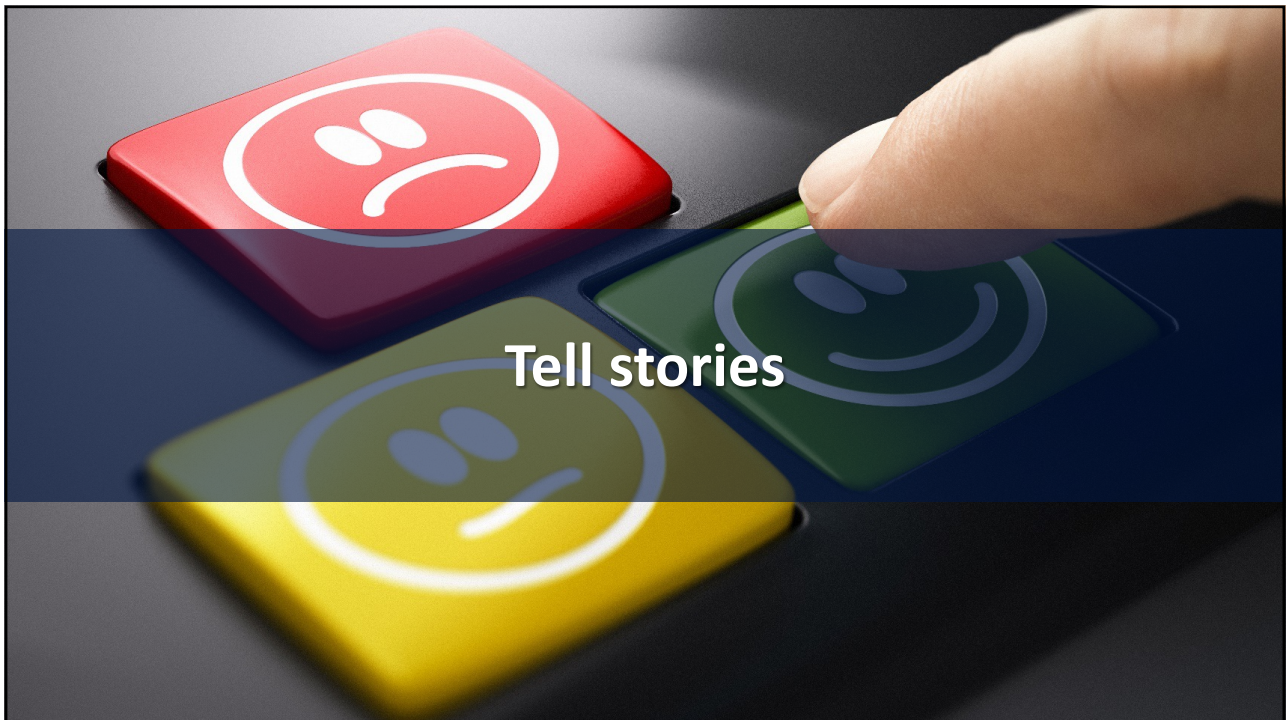
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The Up-Front Objection

1. Disarm the Prospect
2. Neutralize Common Objections
3. Continue the No-Pressure Call



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Developing Your 30-Second Commercial

1. Introduction
2. Capsule Summary
 - Pain Statement
 - Benefit Statement
3. Hook Question



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30-Second Commercial

- **Introduction:**
Who are you? What do you do?
- **Pain Indicators:**
What problems do you solve? What are people experiencing?
- **Benefit Statement:**
What makes you different than the competition? NOT HOW YOU DO IT!
- **Hook Question:**
How will you get them talking about their situation or who they know?



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What is the best question you can ask in an introductory conversation?

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Wrap Up

- Reframe your attitude and beliefs
- Use pattern interrupt
- Make it about them not us

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