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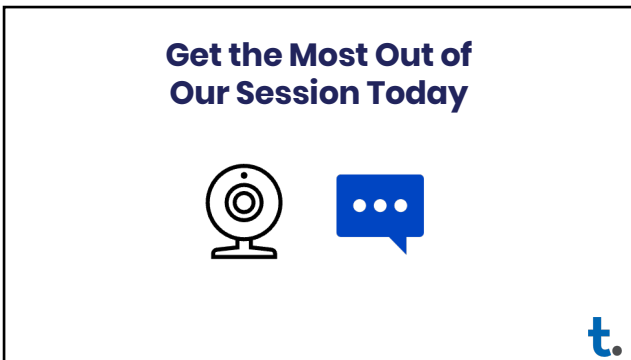
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### Today's Objective

- The mindset of a top performing sales reps
- Organising your day
- Calculating your activity to hit your goals
- The secret that top performing sales reps know
- How to reach out to prospects without being spammy
- Why no one cares about your product



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### The mindset of a top performing sales reps

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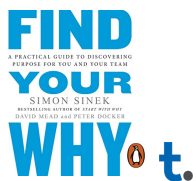
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### Figure out your WHY

-Your WHY is the reason behind your motivation to succeed. Figure out what it is, then use it whenever you feel yourself slowing down or getting discouraged.

-What's your WHY?



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## Homework

- Sakichi Toyoda, the founder of Toyota Industries, developed the 5 Whys technique in the 1930s
- Used to explore the cause-and-effect relationships underlying a particular problem.
- Why do you go to work?
- Why?
- Why?
- Why?
- Why?



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## Fall in love with the process

- You have to deal with rejection, difficult conversations, and other challenges.
- In order to get through all that, you've got to fall in love with the process (like making calls) instead of just focusing on outcomes (like whether or not a call is converted).



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## Focus on the process not outcome

- Outbound calls – break down the process



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### Avoid negativity

- Negative people can really pull you down - don't let that happen.
- In outbound, you've got to protect your energy and come to the table upbeat, positive, and confident on a daily basis.
- One of the biggest sources of negativity tends to be negative people.



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### Avoid negativity

- If you've got a few of these people in your life, seriously consider minimising your contact with them or even cutting them out completely.
- Do everything you can to avoid negativity and stay positive!
- How do you stay positive?



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### Cover your belly button



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### Be disciplined

- You need to be organised, consistent, and punctual.
- That means you've got to be disciplined about your work. You can use all sorts of tools to keep your calls, calendar, and extra time organised and timely.
- But there's no substitute for discipline. It's what separates the top performers from everyone else



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### Hold yourself to a higher standard

- Here's another way to stand out from the crowd - go above and beyond what your company asks you to do.
- That could mean:
  - Instead of just meeting a call target, beat it.
  - Instead of setting one personal best, keep setting new personal records.
  - Show up early or stay late.
  - Improve yourself with extra training.
  - Improve yourself by practicing your call scripts.



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### Homework

- What will it mean if you succeed?
- What if you fail?
- What's your why?



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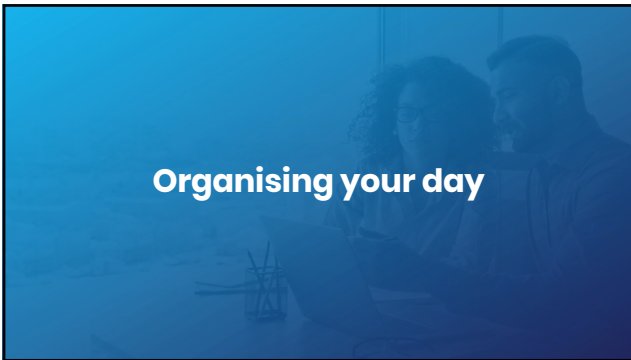
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**Organising your day**

— When you're organising your day, try using time blocks to break your calendar into focused periods of work.

8:30 - 9:00	Daily prep
9:00 - 12:00	Calls
12:00 - 1:00	Lunch
1:00 - 2:00	Email follow ups
3:00 - 4:00	Calls
4:00 - 5:00	Research



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**Time blocks**

#1) Time blocks help maximise your time.

— By planning your day out, you'll spend less time figuring out what to do next and more time getting things done.



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### Time blocks

#1) Time blocks help maximise your time.

—By planning your day out, you'll spend less time figuring out what to do next and more time getting things done.

#2) Time blocks help create predictable workflows.

—As you build routines and repeat your schedule, you'll get better, faster, and more productive. The more predictable your day, the easier it'll be to be consistent.



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### Time blocks

#3) Time blocks help improve your results.

—If you find yourself unexpectedly jumping from task to task, that's called context-switching. This can be really draining - it saps your energy, makes you lose focus, and leaves you feeling like things are never really finished.



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**Time blocks**

#3) Time blocks help improve your results.

- If you find yourself unexpectedly jumping from task to task, that's called context-switching. This can be really draining - it saps your energy, makes you lose focus, and leaves you feeling like things are never really finished.
- Time blocks help you avoid context-switching, which will lead to better work and better results!




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**Homework**

- Open up your calendar and build your schedule using time blocks for each day.
- Try to group similar tasks together by block. Block types could include:
  - Calls
  - Emails
  - Meetings
  - Research
  - Self-study
  - Lunch/Breaktime
  - (any other task that you repeat on a daily or weekly basis)




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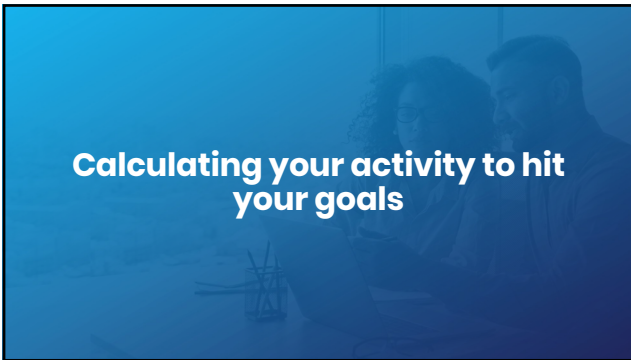
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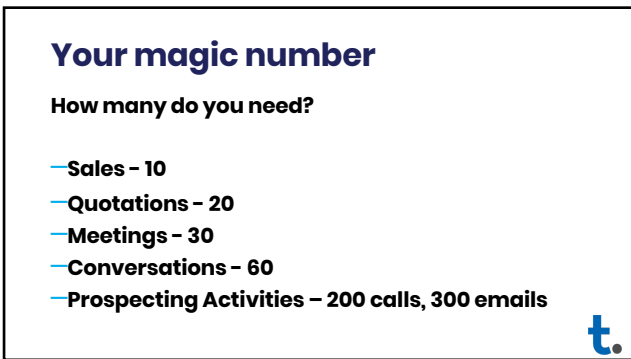
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**What is the goal of your outreach?**

- Book a call
- Book a meeting
- Read specific content
- Reply to your message
- (or something else)



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### What is the goal of your outreach?

- Certain goals will work better on some channels than others.
- For example, it doesn't make sense to cold call someone just because you want them to read a blog post.
- Figure out what your goal is and it'll be easy to pick the right channel.




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### What channel should you use?

- The three main channels for cold outreach are:

- Phone
- Email
- LinkedIn




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### Why/when to use each channel

#### Phone

- Pros:
  - Overall #1 easiest/best way to connect with another human.
- Cons:
  - Isn't the best for every industry/situation.
- Good for connecting with the right people + creating relationships quickly.




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### Why/when to use each channel

#### Email

- Pros:
  - Scalable, repeatable, easy to pre-build campaigns.
- Cons:
  - Won't work without good email copy.
- Good for 'education' goals and longer term engagement.



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### Why/when to use each channel

#### LinkedIn

- Pros:
  - Easy to research + connect with people quickly.
- Cons:
  - Can be a saturated environment. In general not as effective or personal as email/phone.
- Good for showing off social proof + quick conversations.



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### Homework

- Step 1: Identify the goal for your campaign.
  - Set up a meeting with the Office Manager
- Step 2: Pick a channel that suits the goal.
  - Phone



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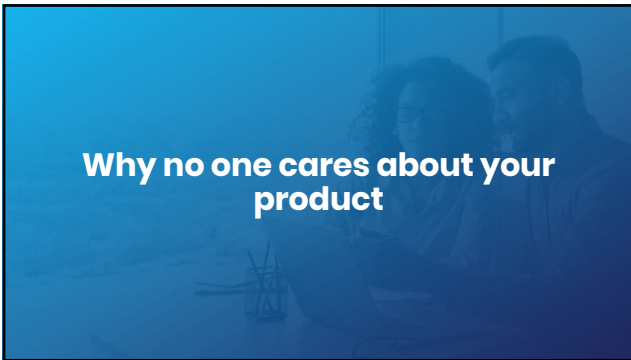
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**It's not about you**

- Nobody cares about you or the product you're trying to sell them.
- Instead, they care about how the product is going to help them.
- One way to make sure you're focused on the pain your product solves (instead of the product itself) is to prepare a list you can refer back to.



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**It's not about you**

Product/service	Feature	Benefit	Pain solved
EzGrip ResQ Gel Ergonomic Pen	Index finger rest	More controllable and takes less pressure to use	Discomfort when writing



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## It's not about you

Product/service	Feature	Benefit	Pain solved
EzGrip ResQ Gel Ergonomic Pen	Index finger rest	More controllable and takes less pressure to use	Discomfort when writing
Consolidated invoices	Single invoice per month	Saves time processing	Overwhelmed accounts payable dept



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## Homework

— Understand the pain you are solving and convert these into questions



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The secret that top-performing outbound sales people know

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### The secret

- If you really want to get great results, you've got to have great conversations with your prospects.
- In order to have great conversations, you've got to show up with **relevant** things to talk about.
- In order to be relevant to their needs, you've got to understand their world.



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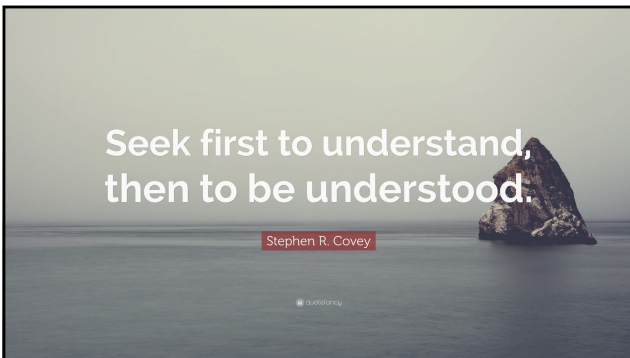
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### Be relevant

- Be empathetic
- What does their day look like?
- What goals do they want to achieve?
- What do they struggle with?
- What does an ideal situation look like for them?
- How do they currently solve their problems?
- How can you genuinely improve their situation?



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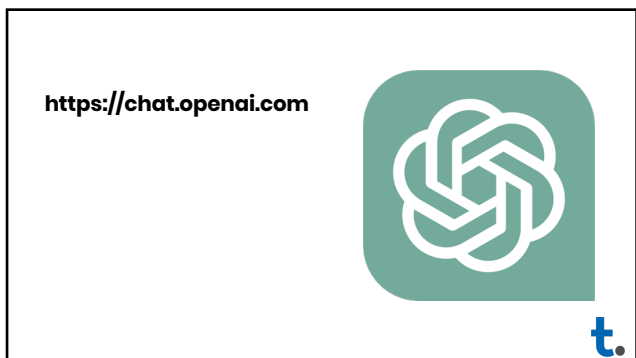
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**Template Prompts You Can Use**

Get a list of companies you  
What subniches are followin  
[list of companies]

Get companies similar to it  
Can you give me 5 more area  
within a 50 mile radius of [p]

Find other subniches or ind  
Considering [your company  
we target and why?]

Learn about pain points of  
Put all those subniches into

Find out who are all the off  
Who are all those companies  
company?]

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**Template Prompts You Can Use**

Find out pain points of a speci  
What are the pain points of [speci

Learn about pain points of a sp  
What are the pain points and der  
United Kingdom that we can reu

Find all the different subniches  
Name all the subniches in [indus

Find keywords for each of the  
Can you add a 3rd column that li

Learn about the pain points of  
As a 4th column, add more compa  
e.g. the Office Manager's biggest

**academy**

**Template Prompts You Can Use**

Learn how all of the pain points of a specific job title in a specific subniche can be solved with your solution (based on the above)  
For the table you created previously, add a 5th column where you break down which of the pain points from 4th column could be solved by office supplies

Learn about a job title, their day-to-day life, and the typical background  
Tell me as much as possible about people working as Office Managers. Describe what they usually study, why statistically people want to work as [role e.g. Office Managers], a typical day of a [job title in the area you want to learn about, e.g. Office Managers] in a [size, e.g. 100+ employee] company

Learn how to tie your product to revenue increase, savings, ROI  
How could a consolidated office supplies service help an Office Manager? Tie it back to revenue, savings, or ROI

Notes

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**Homework**

- Build your ideal client persona
  - Role
  - Their goals
  - How they measure results
  - What do they struggle with?
  - What's their #1 problem?
  - How do they currently solve it?
  - Why is your solution better?
  - What examples will they relate to?

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**Prompts**

**Find out pain points of a specific job title that'll be responsible for making decisions on purchasing a solution from you**

What are the pain points of [specific job title, eg. Office Managers] in companies in [subniche or similar to X specific company]?

**Learn about a job title, their day-to-day life, and the typical background**

Tell me as much as possible about people working as Office Managers. Describe what they usually study, why statistically people want to work as [role e.g. Office Managers], a typical day of a [job title in the area you want to learn about, e.g. Office Managers] in a [size, e.g. 100+ employee] company

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### Wrap up

- The mindset of a top performing sales reps
- Organising your day
- Calculating your activity to hit your goals
- The secret that top performing sales reps know
- How to reach out to prospects without being spammy
- Why no one cares about your product



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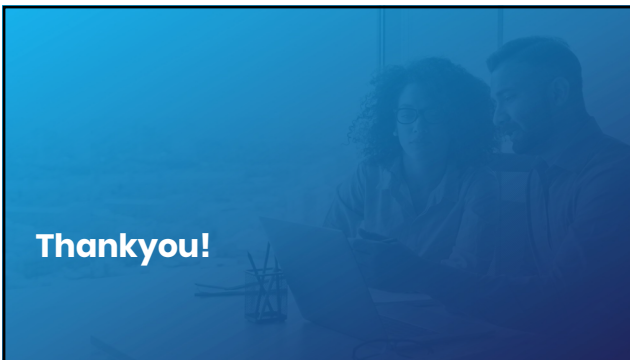
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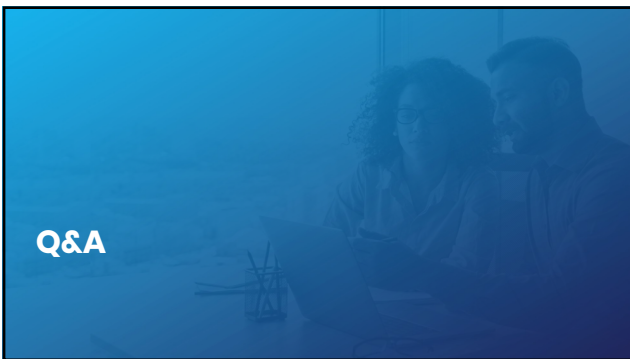
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