

BEFORE WE START

Consistently GOOD beats Occasionally GREAT.

✓ You are **NOT DESPERATE**, you don't need to **beg.** 🙏

✓ **YOU** are the best **VEHICLE** to provide the information that they **NEED** in a timely manner.

Use **ANY Technique** you like as long as it **WORKS.**

If it doesn't, then use **MINE.**

✓ Sell **PEER-to-PEER.**



✓ **SLOW Down to SPEED up!** 🌀

OUTBOUND CALLING MODEL

Consistently GOOD beats Occasionally GREAT.

1.

FRIENDLY GREETING & TONE

You want to sound like a PEER. Sound professional and yet friendly. Avoid cliché sales openers..

2.

CREDIBLE REASON**

If you have one, use your credible reason as a reason for calling immediately.. Referral, Trigger, Etc.

3.

UPFRONT CONTRACT

No credible reason? Use an upfront contract.

4.

INSIGHT & REASON for calling

Must be their reason not ours. Focus on getting the meeting.

5.

OBJECTIONS, ask ONCE MORE.

Know your most likely objections, have a response prepared that is rehearsed and ask once more...

6.

NEXT STEPS & CLOSE

There will always be an opportunity to do business another day. Never burn your future prospects. Take control with "What I'm going to do is..."

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FRIENDLY GREETING & TONE

Avoid.

- How are you
- Is that Mr
- Talking too fast
- Um and argh

Do.

- Assume you have the right person
- Use your first name only
- Talk like you normally would
- Gain permission first
- Use physiology to help you

Mark, do you have a moment, it's Brett?

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2.

CREDIBLE REASON**

If you have one, use your credible reason as a reason for calling immediately..

- ✓ Referral, ✓ Trigger, ✓ Existing Customer
- ✓ New Product, ✓ Social Proof, ✓ Public Signals

Mark, do you have a moment, it's Brett?

*Yeah, it's Brett, the reason for the call is, I've been working with some other [location] **[Brisbane]** [industry] **[Catholic Schools]** such as **[All Hallows]**. Assuming you know them?*

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UPFRONT CONTRACT

If you have no credible reason, then use an upfront contract.

Always, look for a CREDIBLE REASON first they're more powerful.

- ✓ Mark, you don't know me, my name is James, do you have a moment so I can tell you why I called?
- ✓ I know I've caught you in the middle of your day
- ✓ Can I take 27 secs to tell you why I called and if this is not a good fit for you, you can tell me and I'll be on my way. Sound fair?

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INSIGHT & REASON for calling

Here we share the reason for our call or the insight we bring to the conversation.

- ✓ Their reason NOT yours.
- ✓ Use Weapons of Influence (Behaviour Science)
- ✓ Sell the MEETING not the product.

Well, what we've found is that most schools, with 500+ students, are currently starting to plan their tech buy for 2023... have you guys...

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OBJECTIONS, ask ONCE MORE.

- ✓ Objections are often a reflex response.
- ✓ Understand what our most common objections are and be ready to discuss.
- ✓ Practise makes perfect.
- ✓ Be professional and always, ask once more.

“... Completely understand, we do hear [that] from time to time. Usually, when I hear that so early on it’s often because I’ve caught you at a bad time or I haven’t explained myself properly... is there a better time...?”

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6.

NEXT STEPS & CLOSE

- ✓ There will always be an opportunity to do business another day
- ✓ Never burn your future prospects.
- ✓ End strongly
- ✓ Take control by prescribing *"What I'm going to do is..."*

*"... appreciate that now is not a great time for you. **WHAT I'M GOING TO DO IS.** Give you a call back in a few weeks time, once XXXX is over see if we can find some time then..."*

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Mark, do you have a moment, it's Brett here?

*Yeah, it's Brett, the reason for the call is, I've been working with some other [location] **[Brisbane]** [industry] **[Catholic Schools]** such as **[All Hallows]**. Assuming you know them?*

Well, what we've found is that most schools about the same size as you are currently planning their tech buy for 2023... have you guys...

...I'm conscious I've called out of the blue today, what's a good way for me to find some time to share a little more?

SELF COACHING - CALL SHEET

	What	Time	Goal	Notes	Exit
<div style="border: 1px solid black; border-radius: 10px; padding: 5px; display: inline-block; margin-bottom: 10px;">Call Flow</div>   	Entry	First 5 - 7 Sec	Enter Call	Peer-to-Peer: <i>Name, do you have a moment? It's Mark calling, i promise to be brief..</i> Permission Based: <i>NAME, I know you're not expecting my call, do you have a moment, I promise to be brief</i>	
	Intro	20 Sec - 1min	Reason For Calling	The Reason for the call: <i>... I see you have [XX] open roles on LinkedIn and my guess is this is impacting the company's ability to..</i> <i>Can I ask? Is staffing on your radar as a potential capacity restraint?</i>	
	Body	1- 7 min	Question & Qualify	Lead with genuine curiosity: <i>How are you overcoming that now?</i> <i>Why did you choose that approach in the first place?</i> <i>Did that work out OK?</i> <i>Are you happy as in 'married happy' or are you open to ideas?</i>	
	Outro	5 - 7 Min	Gain Next Steps	Hang up first: <i>Sounds like you have some questions, I promised to be brief, would it make sense to schedule a call sometime next week?</i> Finish strong: <i>what I'm going to do is...</i>	

SELF COACHING - CALL SHEET INSTRUCTIONS

Take note of where, in these 4 stages, are you losing most of your conversations?

	Name	Goal	Notes	Exit
Call Flow ↓ ↓ ↓	Entry	First - 7 Sec	Enter Call	
	Intro	20 Sec - 1min	Reason For Calling	
	Body	1- 7 min	Question & Qualify	
	Outro	5 - 7 Min	Gain Next Steps	


Keep track of where you exit each call simply by placing a check against the appropriate box for each call you make.

Evaluate and change, just that piece, to try to get successfully deeper and deeper into the call with every new call you make.

Each call you make, adds to your data set and skill set, as you get better with each conversation.

?? Coach yourself to success??

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	What	Time	Goal	Notes	Exit
 <p>Call Flow</p>	Entry	First 5 - 7 Sec	Enter Call	Peer-to-Peer: Permission Based:	
	Intro	20 Sec - 1min	Reason For Calling	The Reason for the call:	
	Body	1- 7 min	Question & Qualify	Lead with genuine curiosity:	
	Outro	5 - 7 Min	Gain Next Steps	Hang up first: Finish strong:	