

Sales TeleProspecting® Workshop

Boosts sales by supercharging your sales prospecting process



What the workshop addresses

- Low productivity and poor quality results from sales prospectors
- Poor prospect qualification and opportunity exploration & documentation
- Difficulty penetrating key accounts and reaching the right people
- Trouble identifying all the sales opportunities within a limited market
- Difficulty overcoming voicemail systems, blockers, rejection, & no interest
- Prospector turnover and the cost/effort to make new prospectors productive

About the TeleProspecting process

TeleProspecting® is a proven 5-Step cold-calling, sales-prospecting process to measurably increase the quality and quantity of opportunities entering your sales pipeline. The TeleProspecting process filters out bad opportunities early in the process, improves targeting accuracy (by identifying the real buyer), approaches the potential buyer using a "pain-based" message (which greatly increases contact and favorable response rates; improves exploration & qualification accuracy, and promotes thorough & pertinent intelligence gathering.

About the TeleProspecting workshop

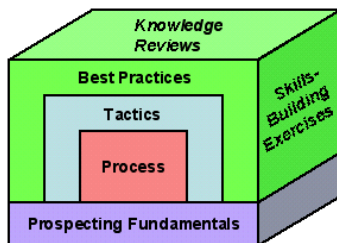
The Sales TeleProspecting® workshop significantly increases the performance of phone-based sales-prospectors through the application of the TeleProspecting process, prospecting best-practices, and highly-effective cold-calling tactics. The workshop teaches a standardized sales-prospecting method, critical for improving prospect consistency and caller performance. The learning experience is thoroughly reinforced with numerous review exercises & realistic skills-building role-plays.

This 2 or 3-day workshop is for organizations with dedicated sales-prospectors or sales representatives responsible for developing large territories, and is ideal for companies selling complex, expensive, or intangible offerings. The workshop, which consists of more than 20 topic-modules, is easily tailored to meet the specific requirements and needs of the client.

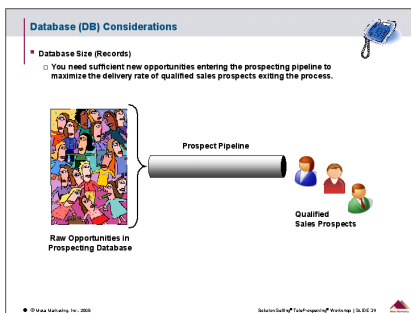
The core of the workshop presents the proven 5-Step TeleProspecting® process developed by Meta Marketing, a leading sales BtoB sales-prospecting and teleselling firm. Since 1992, Meta has executed 1000's of prospecting campaigns for 100's of clients serving numerous target markets. Meta's vast phone-based prospecting experience is shared throughout the workshop, reinforcing the learning experience and underscoring those things that work well and those things to avoid!

What clients have said about the Sales TeleProspecting® process and workshop:

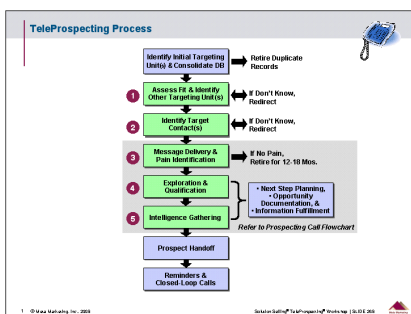
- "We quickly recognized a doubling in our prospecting team's productivity." - *Tracy McMullen, Cincom Systems*
- "It greatly increased the success rate of our callers." - *Tom O'Shaughnessy, iflex Solutions, now Oracle Financial Systems*
- "It literally swamped us with good opportunities to pursue." - *Jeffrey Wallace, SunGard Systems*



The workshop presents a highly-effective prospecting process, best-practices & tactics, reinforced with exercises & skills-building role-plays.



The workshop reviews prospecting fundamentals, including the concept of a prospect pipeline.



Participants learn the proven 5-Step TeleProspecting® process.



TeleProspecting Tactics

Dealing with Blockers

- Blockers are people that limit your access to others in the org

Anti-blocking tactics:

- Ask to speak with the administrative assistant of the target contact, not the executive
- Work around the blocker by "entering" the org at a different entry point if another contact's phone number exists.
- Call-back and ask to speak with a customer-oriented department such as Sales or Customer Service, then ask to be redirected to the target contact.
- Call-back at a different time, such as at lunch or after 5:00 PM
- Change the last few digits of the phone number and try again
 - e.g., (659) 123-3000 to (659) 123-3101

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Participants learn tactics for improving their contact rate, including how to deal with blockers, gatekeepers, and voice-mail systems.

Organizational & Buying Concepts

Decision-Makers

- What is a decision-maker?
 - Someone who has the authority over the resources (money, people, technology) to be allocated and/or affected
 - For large ticket-items, this person is typically a senior executive
 - Most base their decision to buy on the input of others
- Significant corporate purchases typically require approval from three key areas:
 - Financial resources
 - Operational resources
 - Technical & technology resources

Operational Financial Technical

Like a stool missing a leg - unless all three decision makers (roles) are on board, most purchases are delayed or skipped.

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The workshop teaches buyer types and their attributes, as well as the concept of a buying team.

Intelligence-Gathering

Buying Activity

- For prospects that are actively looking for a solution
- Provides background on the prospect's evaluation / purchase activity, such as:
 - When they are in the process
 - How solutions are being identified & evaluated
 - What their purchase process is
 - Who is overseeing the process
 - What offerings have been considered
 - General biases pro and con these offerings
- Example questions:
 - "Where are you in your solution identification process?"
 - "Can you describe your purchasing process?"
 - "What is overseeing this effort?"
 - "How are you evaluating offerings?"
 - "Who have you looked at so far that you are considering?"
 - "When do you plan to make a decision?"

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The workshop enhances qualification, exploration, and intelligence gathering skills, including how to determine budget & funding availability.

Role-Play - Example (Fit Assessment)

- Purpose:
 - To become comfortable with the fit assessment process.
- General instructions:
 - Refer to the Role-Play Instructions in the Appendix of the workbook for general instructions.
 - Only the acting "target" should read the instructions beyond this point and only read the underlined text out loud.
- Situation & Challenge: (Refer to the prospecting)
 - Your challenge is to call the org listed in the record and assess its fit. Refer to the Contact Identification Strategy section of the workbook call guide.
 - ASK PROSPECTOR: What criteria are you using to assess fit?
 - ANSWER: Manufacturers with from 500-1000 employees located in North America
 - The org's products: 1) The org's main phone number, 2) The org name of (Sawel, Inc.) and 3) the org's website: www.sawel.com.
 - Call the org to assess fit. When you are ready, initiate the call with "ring ring."
- Target's main website is to open. (Slightly review before the call)
 - The phone number provided above is disconnected. You are the phone company's recording providing the "disconnected" message, below.
 - Target's Response Script:
 - When called: "Yes, we're sorry, your call can not be completed as dialed. Please check the number and dial again, OK?" (ending the call)
 - ASK PROSPECTOR: What should the prospector do at this point?
 - ANSWER: 1) Check to see if you dialed the correct phone number. 2) If no, check the phone# using another method in the database or refer to the company website or a web browser page, directory.
 - READ: Be aware that the company may have been acquired and, in doing so may have changed its name and phone number.

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All key prospecting skills are reinforced with realistic "scenario-based" role-playing exercises.

Workshop participants will learn

- Standard prospecting terminology and concepts, such as suspect, prospect, pain, demographic fit, area-of-responsibility, and buying team & roles.
- How to filter out bad opportunities early in the prospecting process and identify & reach the targeted (high-level) "buyer(s)."
- How to deal with voicemail systems, blockers, and gatekeepers.
- How to differentiate "rejection" from "non-interest".
- Proper qualification, exploration, and intelligence gathering techniques.
- How to leverage the internet as a prospecting resource.
- How to overcome cost questions, requests for references, and objections.
- How and when to use email messages to promote prospecting effectiveness.
- How to ensure that the prospect will be there for scheduled calls.
- How to set sales-call appointments and document & track opportunities.
- How to identify active, as well as future (latent) sales opportunities.
- How to uncover more business in their target market(s) and existing accounts, as well as how to enter the sales-cycle before their competition.
- How to manage their prospect pipeline, both in the near and long-term, as well as how to set goals for the next call.

Who should attend:

- Sales prospectors whose primary job is to build & maintain sales pipeline.
- Sales representatives responsible for developing large sales territories, including inside & outside direct sales representatives.
- Those who generate & qualify leads (Demand Generation & Marketing).
- Those who oversee the above, including Project Managers & Supervisors.

Why this workshop is unique

The challenges and responsibilities of dedicated prospectors are fundamentally different from those who sell. The Sales TeleProspecting® workshop was designed from the ground up with this in mind. It utilizes the professional experience, best-practices, and proven processes developed and used by an leading BtoB phone-based sales-prospecting firm for more than 15 years.

Participants leave the workshop with

- Appreciation for a standardized prospecting process, best-practices, and tactics.
- The ability to identify, reach, and qualify high-level decision-makers.
- Samples of initial and follow-up written/email correspondences.
- Feedback on a documented sales opportunity brought to the workshop.
- Individual experience performing all the key phases of the sales-prospecting process.
- A comprehensive Solution TeleProspecting workshop workbook including a customizable sales prospecting call-guide.
- A generic lead tracking sheet for documenting & tracking opportunities.
- A prospect quality hand-off checklist.
- A certificate of successful completion.

TeleProspecting is a registered trademark of Meta Marketing, Inc



Meta Marketing, Inc.
800 Compton Rd., Bldg. 13
Cincinnati, OH 45231

(513) 531-0300 • (800) 531-6382
www.meta-marketing.com