

1. Do your homework

Learning as much as you can about a client, prior to the call, will assist you in keeping control through the sales process and allow you to come across as a true expert in your field.

- Research the company's website
 - + Industry
 - + Competition
 - + Alexa Ranking
- Learn something about the person you are calling.
 - + Look on Facebook, LinkedIn, Twitter, Google +
 - + Learn personal facts
- Have three value-added points prepared?
- Bring all materials, brochures, contracts, etc.?
- Answer the three important pre-call questions:
 - + What is the purpose of the call?
 - Introduction
 - Set appointment for presentation
 - Set 2nd appointment for follow or closing of the sale
 - + What prospect information do I need to collect?
 - + What is the next step after the call is complete?
 - Set an appointment with closer
 - Set up reminder for live webinar – www.SMASHCalendar.com

2. Greeting and Introduction

- Research social media sites to obtain personal interest and hobbies.
- If you have a problem with remember names, write them down (family members ect)
- Bridge to the business topic smoothly?
- Listen more than I spoke? (Ideally, you should spend 80 percent of your time listening and only 20 percent talking.)*
- Ask the prospect about their business goals?
- Ask the prospect what challenges the company is currently facing?

3. Qualifying

- Find out who the decision-makers are by asking "Who else besides yourself might be involved in the decision-making process?"
- Ask what process they normally go through when considering a new vendor?
- Find out how and why they made the decision for their current product or service (assuming they are replacing a product or service)?
- Find out what their time frame is?
- Find out if funds have been allocated--and how much?
- Find out their specific needs?
- Ask if they could change something about their product or service, what would it be?

4. Surveying

- Always ask open-ended questions (who, what, where, when, why, how, how much, tell me about it, describe for me)? Questions that lead to a yes or no responds will stop conversations.
- Inquire about the corporate structure?
 - Industry
 - Competition
 - Team members
- What is the prospect's role at the company?
- What important to them in advancing their company?
- Inquire about what they have heard about our company?
- What do they like and dislike about their current marketing and tools?
- How are industry trends (i.e. social media) affecting them?
- What are their short-term and long-term goals?

5. Handling Objections

- Listen to the entire objection?
- Pause for three seconds before responding?
- Remain calm and not defensive?
- Meet the objection with a question in order to find out more?
- Restate the objection to make sure we agreed (communication)?
- Answer the objection with a fact?



Sales Steps To Success

6. Invitation

- Have all presenter calendars at your finger tips
- Inform the prospect that you are setting up a time with an executive with the company.
- Give them two times
- Fill in the invitation form on the presenters calendar
- Email information form to the presenter A.S.A.P.
- Send out a reminder the day of the appointment.

7. Follow up

- Help set up their account based on what was sold in the presentation
- Insure their credit card is set to reoccur
- Give them the links to the media videos
- Set up a follow up appointment to learn the system.