Prospecting in the days of Social Distancing!

Participate in the Chat

Keep Video off and Yourself Muted when not talking
Agenda

- Covid – 19 Impact
- Prospecting Attitude and Mindset
- Prospecting Behaviors
- Prospecting Techniques
- Q & A
MARKET VIEW

What impact will COVID-19 (Coronavirus) have on your organization’s 2020 sales?

![Percent(%) Responded](chart)

How effective is your organization at communicating virtually with your client base?

- Not Very Effective: 3.6%
- Neutral: 6.7%
- Very Effective: 20.1%
- 37.9%
- 31.7%

When the business climate recovers, how effectively positioned will your organization be to meet your clients' needs?

- Not Effectively Positioned: 0%
- Neutral: 1.6%
- Effectively Positioned: 12.1%
- 42%
- 44.4%
Sandler Success Triangle

ATTITUDE

SUCCESS

BEHAVIOR

TECHNIQUE

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Identifying Your Prospecting Attitude

Unsupportive
- Too Negative
- Believes prospecting is difficult
- Practice creative avoidance
- Give up quickly

Unrealistic
- Too optimistic
- Believes everyone is a prospect
- Too aggressive
- Give up eventually

Practical
- Realistic attitude
- Believes in qualification
- Opt for quality over quantity
- Works a prospecting plan
Identity and Role Confusion

• If you confuse your role performance with your value as a human being, your self-image will suffer.

• If you fear failure, you will lower expectations and create a comfort zone.

There is a difference between who you “I” and what you “R.”
Changing Your Attitude

BELIEFS

RESULTS

JUDGMENTS

ACTIONS
the ethical selling model

1. It's unethical to sell someone something they don't need

2. It's unethical to \underline{NOT} sell someone something they DO need
morning practice

list 3 things I'm grateful for this morning

what can I do today to make it a good day?

pre-bed ritual

what were the good things that happened today?

what could I have done to make it better?

"Today, I choose to be grateful for everything I have."
Success is a result of your actions or reactions under specified circumstances.
Revising Your Behaviors

Pressing Pause:
• Networking Events
• In-Person Calls
• Travel
• Event Marketing
• Lunch Meetings

New Behaviors:
• Video Conferencing
• Social Selling
• Cold Calling & Cold Emailing
• Thought Leadership
• Webinars & Online Events
• Client Relationships
KARE’ING for Your Clients & Market

KEEP

ATTAIN

RECAPTURE

EXPAND
Revise Your Ideal Client Profile - Today

- Who do you best serve?
- What are they currently doing?
- What are their pain indicators?
- What are their trigger events?
Four Buying Emotions

Pain in the Present
AKA “Fear”

Gain in the Present

Gain in the Future

Pain in the Future

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Email your Prospect or Customer C-V level

• Why C/V level execs?
• Start with e-mail titled Introduction
• Keep e-mail no pressure
  • See Example next page
• Next follow up (Timing)
• Short & to the point
• Current Research – More contacts in less time
• 3rd email contact (Timing)
• Close the file style
Email your Prospect – Initial Formula

- Title – Introduction (Subject Line)
- State Name & Company – Negative Assumption
- State How you have helped Other
  - FUDWACA
- Negative Hook
- Ask for soft meeting
  - 10-15 Minute call/zoom
This is _________ with LE Digital Marketing.  (Pattern Interrupt) I am guessing you have not heard of me or my company.  (If you have a mutual connection that has given you permission use here)

(Mini 30 second Commercial)

Our clients tell us that as a result of our transparent lead focused approach to digital marketing, they (Pain Statements) no longer worry about where their marketing budget is being spent, nor are they concerned about its effectiveness. Because they can see the concrete results, they no longer worry about lead generation, they instead focus on converting the leads we deliver to them.  (Negative Hook, Part 1) I’m not sure if those are issues you are even concerned about nor if they are worth having a conversation to explore.

(Negative Hook, Part 2) It would be disrespectful of me to presume we could help your company without either a meeting to learn more about your business or gathering some information in a brief survey to run a predictive analysis. If you would be kind enough to let me know if you would be willing to sit down for a quick cup of coffee (schedule a quick phone call) and learn more about each other’s business I appreciate your response either way.
2nd & 3rd Email to your Prospect: Sample

2nd email – if no response
This is Leon Brownlee with Sandler Training. I thought I would circle back with you on my previous note below. If you have the chance to reply either way, I would appreciate it. Thanks

3rd email – if no response
This is Leon Brownlee with Sander Training. I have sent you a few messages and I haven’t heard back, so I am getting the feeling that there is simply 0% interest in even learning more about each other’s businesses and you are simply being too nice to tell me that. If that is the case, I completely understand and respect it. We are not for everyone. If you would be kind enough to confirm my suspicions, I will close your file and not bother you further. Best of luck in your business.
Social Prospecting

- Can be active – Video 67%
- Connect with existing customers/follow company page
- Prospect for new leads – Connect first then IM
  - Similar cadence to e-mail but stay brief
- Research existing prospects
- Water your referral tree
- Sign up free for sales navigator
  - Prospect and In-mail DM’s

To get LinkedIn the Sandler Way for free, go to www.sandler.com/linkedinsecrets
Best Practices Making a Video

- Think outside the box when it comes to video adding value
- Be timely
- Record horizontally or vertically – but not both at once
- Keep things steady with a tripod
- Use microphones to cut out background noise
- Be creative, be different, be funny
- Don’t demand too much of your audience’s time
- Make the first six seconds count
Developing Your Technique
Phone Prospecting – Principles of a Call

- Don’t sound like a salesperson
- It’s important to not act as if it is business as usual
- Don’t assume that your prospect has decided not to focus on the problem you are solving
- Use pattern interrupts
- Set your mini upfront contract
- Do tell 3rd party pain point stories
- Do experiment with different talk tracks (20 – 20 – 60) In talking with many business leaders I’m finding that people are falling into 3 main groups…

- Opener/Pattern Interrupt > Mini-UFC > 30 Second Commercial > Close for Next Step > UFC/Post Sell
Mail – Will it work?

- CDC has said that COVID-19 via mail is very low risk
- Mail has a 90+ percent open rate
- Mail has a “higher personalization” factor than other methods of communication
- Mail is less likely to intercepted
• Resources:
  Shop.sandler.com & Amazon.com
  LinkedIn The Sandler Way, Digital Prospecting &
  Prospecting The Sandler Way
  How to Succeed Podcast

• Complimentary Resources:
  Sandler’s E-Learning Library (SELL)
  https://www.focusbusiness.sandler.com/sell

• Crash a Class:
  Sales Mastery Class – Fridays from 9-11am

  Leadership and Sales Management – 3rd Tuesday of
  the Month – April 21st from 9-11am

• Email:
  Pcarroll@sandler.com or
  Leon.Brownlee@Sandler.com for questions and
  assistance.