# Lead Generation
# and
# Effective Appointment Making

***Cold Call No More***

Learn to prospect for quality leads

Make Effective Face to Face Appointments with decision makers

Prospecting and Appointment Making 2.0


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# Lead Generation, Lead Nurturing, Lead Scoring and Effective Appointment Making

***Cold Call No More***

Selling has changed and so has prospecting, gone are the days when your sales manager handed you a copy of yellow pages and told you to make a prospect list.

The internet and social media has changed the face of selling forever, and is it for the better, well things are no less hectic, we have sales people need well qualified leads to hit our target.

In Prospecting 2.0 we can harness the use of Social Media with Facebook, LinkedIn, Twitter, YouTube and of course Blogging

# Lead Generation

## Who is your ideal Prospect?

**Step 1 Identify Your Best Customers**

List your best customers.
People you have sold to, not prospects. Use your definition of best, you set the criteria. Keep your gut feelings in mind as you do this exercise. These are the customers you feel good about. Start with your single best customer first then number two and so on.

______________________________________________________________

______________________________________________________________

**Step 2 List Your Best Customers Characteristics**

List the characteristics that are common to and unique to the best customers you have identified.

Industry
Size
Turnover
Defined need for your Product or Service
Committed to Quality
Win/Win Relationship

______________________________________________________________

______________________________________________________________

Step 3 Create Your Ideal Customers Profile
Define the standards against which your customers should be measured.
Study the list of characteristics. List the characteristics below.

______________________________________________________________

______________________________________________________________

Step 4 Compare this list to your current prospects
This will measure two things, the compatibility of the accounts you are working on and the problems you are likely to encounter.

______________________________________________________________

______________________________________________________________

# Lead Generation – LinkedIn

Salespeople are increasingly using LinkedIn as a primary source for leads and building business. For business to business prospecting, LinkedIn is a critical tool that can make your prospecting easier, faster and more profitable.

LinkedIn is the largest professional social network in the world with over 200 million users. Since its IPO, it has been growing fast and is here to stay. Just a few years ago, LinkedIn was celebrating their monumental growth to 100 million professionals. As January 2013 LinkedIn has doubled in size — hitting 200 million members. They accomplished this thanks to professionals from more than 200 countries & territories and 19 languages from across the world.

What makes LinkedIn so powerful is that no matter what industry you're in, you're likely to find a new prospect or lead for your business.

LinkedIn is like a trade show—a place where you'd keep things formal. LinkedIn should be an integral part of your social media marketing.

You need to master LinkedIn as an individual user. While many people have an account, their profile is often incomplete, making it essentially useless. You might even say the only thing worse than not having a profile is having an incomplete one.


1. Include Full Name and Image.
2. Personalize Your Headline.
3. Add Work History
4. Customize Your LinkedIn URL.
5. Customize your Website URL's.
6. Ask for Recommendations.
7. Connect Your Twitter Account with LinkedIn.
8. Grow Your Network.
9. Build a Company Page

**LEAD GENERATION ON LINKEDIN**

The first approach is to provide prospects information about your company directly on LinkedIn, reach out to people with their interests in mind.

The second approach is to start the conversation on LinkedIn, start out by offering free advice or helpful information to your prospects.

Join relevant groups create and enter discussions, place your promotions on group forums, post white papers and YouTube videos.

Build three categories of connections:

1. People who may be in line to buy your product or service

2  People who may be able to give you referrals

# Lead Generation and Social Media - Facebook

Using Facebook as a marketing tool is neither new nor exciting; in fact, as of July 2012 there were reported 11m businesses using Facebook Pages to promote their products and services.

What is often lacking is a clear method of converting to business results that mean more than reach, talking about this or likes.

People have profiles; brands have pages.

Both have timelines where status updates, photos, videos, links and questions are posted and stored.

- Pages can create contests, contact forms, downloads and more.
- Push for a ’like’ or an email address
- Add call-to-actions


- Shares company information in a more compelling way
- Encourage users to give you contact
- details
- To increase your Facebook exposure, you need to design offers and content that will motivate people to ’like’ or share your page
- Keep your audience informed and entertained.
- Make your Facebook page engaging, customers and prospects need enticing materials and regular posts. In return, you need likes, comments and shares to keep your content visible.
- Facebook rewards Pages that have great content with more exposure.
- Your Facebook page should be the launching point to your website, blog, and conversion offers.

# Lead Scoring

## Are They Hot or Not?

**A 10% increase in lead quality = 40% increase in sales productivity.**

Scoring means passing fewer, but higher quality leads, to sales. This means win rates and revenue go up, and sales reps don't waste their time on deals that result in no action.

By not wasting their time on low quality leads, reps can focus their time on the high-quality leads and get more wins.

Identify your ideal target, i.e. who, where and what kind of customers you are seeking. You already have this information from identifying your ideal customer.

| **Ranking Criteria:** | **Definitions:** |
|---|---|
| **Company** | Does this prospect work for a company that is in your target industry and size? |
| **Buying Cycle** | What stage of the buying cycle (research, budgeting, vendor selection) is your prospect in? |
| **Contact** | How senior is your contact? Are they a decision-maker, influencer, or end user? |
| **Interest** | Did the prospect demonstrate keen interest in your offering? |
| **Actions** | Has the prospect taken any action to show intent such as download whitepaper, view webcast, visit website, etc? |
| **Recent** | How long ago was the prospect acquired? Have they responded to any marketing recently? |

| | Profile | | | Activities | | | Total |
|---|---|---|---|---|---|---|---|
| Lead Scoring Criteria | Company | Buying Cycle | Contact | Interest | Actions | Recent | **Weight** |
| **Weighting Scale** | **20%** | **15%** | **15%** | **10%** | **15%** | **25%** | **100%** |

# Lead Nurturing

Lead nurturing is a process by which leads are tracked and developed into sales-qualified leads, though content delivery via direct mail, email, blogs, YouTube, webinars etc.

It is a process of building brand awareness, nurturing the prospect to become ready and worthy of a salesperson's time.

Research reveals that it takes five to six touches to warm –up the cold prospect and in doing so you will need to deliver your value proposition.

No one enjoys blind dates. Whether you're introduced by friends, the Internet, or your local matchmaker, it's nerve-wracking to meet for the first time.

However, everyone loves weddings. The flowers, the tradition, the drunken dancing at the reception, you can find something you like.

Everything that comes in between is the interesting part. When you're dating, you're learning about each other: what you like to do, the things he doesn't eat, the stuff she does on Saturdays. And you're discovering the things that you do well together.

It's no different when it comes to B2B marketing.
You need to deepen your relationship with prospects over time, interacting in a variety of settings, learning more about each other's needs and capabilities while progressing seamlessly from one interaction to the next.

And you need to know when to commit more resources to the relationship as well as when to pull back and give the prospect some space.

In the B2B marketing world, this "dating" process is called lead nurturing, defined as the process of building a relationship with qualified prospects who are not yet sales-ready, regardless of budget, authority, or timing – and of ensuring a clean hand-off to sales at the right time.

# Engage

### Define Key Players

Who are the key players?

### Account Profile

What is the account profile?

### Introductory Letter or Email

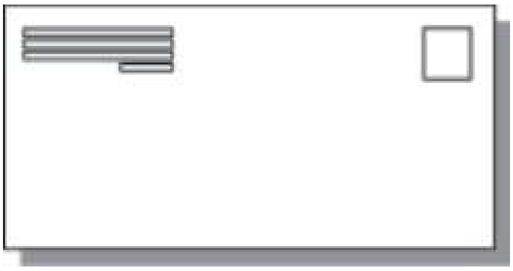
Design an introductory email

### Business Development Prompter

### Your Value Proposition

How do you add value to your prospect’s business

# Introductory Snail Mail



**The letter comprises:**

1. **The Headline Statement**
2. **The Opening Paragraph**
3. **Problems or Issues**
4. **Lead - In To Benefit Bullets**
5. **The Bullet Text: Benefits**
6. **The Closing Paragraph**
7. **Action P.S.**

**1. The Headline Statement**

Research shows that, on average, people decide within about eight seconds whether to continue reading an unexpected piece of mail. Therefore, you must earn the decision-maker's attention within the first eight seconds

**2 The Opening Paragraph**

This part of the letter has to take the headline, follow the theme it has established, and bring the reader to the body of the letter.

**3 Problems or Issues**

Four or Five Bullet points listing issues or problems that the recipient of the letter may have in his business that can be solved by you product or service.

**4 Lead - In to Benefit Bullets**

The next element of your top decision-maker letter is a short but necessary sentence or two that informs the top decision-maker of the benefits that are of value and relevant to the decision-maker's company.

**5 The Bullet Text: Benefits**

No features. Just benefits! That's the body of this letter. You must offer only short, meaningful, results - oriented statements that compel top decision-maker to read every word.

**6 The Closing Paragraph**

The material you develop for your letter and specifically for your opening and closing paragraphs are not intended to sell. As a matter of fact, one of my favourite approaches in the closing paragraph is to express a measure of objective scepticism on the question of whether the results you have been able to deliver to others will be able to be repeated at top decision-maker's company.

**7 Action P.S.**

After the Headline this is the most important part of the letter. In other words, we are going to take advantage of top decision-maker's next move after reading the headline, which will be his eyes moving from that headline statement down to the signature line to find out who has sent this letter. There, beneath your signature, top decision-maker is going to find and read a very prominent Action P.S.

# Email

**Mastering the Basics Length**
Keep your prospecting emails under 90 words. Shorter is nearly always better.

**Look**
Simple text (black and white) messages are essential when reaching out to a new person. Logos and colour, especially red, catch the eye of spam blockers.

**Links**
If you have some good resources on your website that you want to drive your prospects to, only send one link per email. People will look at one link,

**Subject Line**
Your subject line ultimately determines if your prospect reads your email – or not.
If it doesn't catch your prospect's attention immediately, it is deleted.
Subject lines that address immediate concerns, company changes or critical business issues are also highly effective.

**1. Establish Credibility**
In the very first sentence you need to demonstrate that this is worth reading

a. Show you've done your homework.
Mention a key strategic imperative you uncovered on their website

b. Make a statement about your work with other people in their position and your knowledge of the key challenges they're facing

c. Say something about other similar companies you've worked with and what you know about their primary objectives.

**2. Create Curiosity**
This is the heart of your prospecting email. This is where you deliver the "why" they should be talking to you. It’s all about how you can improve things over their current status quo.
Use these three approaches to generate a high level of interest.

a. Share your value proposition, does this relate to their business.

b. Bring them ideas.

c. Offer invaluable information. White papers, case studies, interviews, ROI

calculators and "how to" information on it.

**3. Call to Action**
Just like your P.S. in your letter, tell them when you are going to call to discuss these ideas.

**4. No Attachments**
Opening Statements Are the Keys to Successful Calls

# Time to Make the Phone Call

**The opening statement is the most essential part of your call**.
Without an opening that stimulates curiosity and puts the listener in a positive frame of mind to participate, nothing else matters. You can't fly the plane unless it gets off the ground.

**Prospecting Calls**
The point you need to communicate in the first few seconds is, "We have something that might be able to help you, and I simply need to learn more about you to find out." The key is in using the right words. Before the call, answer these questions:

What do prospects want most as it relates to my type of product/service?

What do they want to avoid?

How can I help them do their job more effectively?"

**Additional guidelines for opening calls**

(1) To put your listener in a positive state of mind, and,

(2) To effectively transition you to the next part of the call, to ask for the appointment--they are not ready yet at this point.

- Write out your openings. Yes, script them. Everything else you'll say is in response to what they say, but the opener can be prepared, word for word. This way, you know it will work.

- Never sound like you're working from a prepared opening.

- Look at your opening as if you were the person hearing it.

- When editing your opening, scrutinise every word and idea and answer this question: Is this adding to the effectiveness of the opening?

- Talk about ideas and results at the beginning of the call, not about products and services. People become curious about ideas and results, they resist the mention of products and services because they feel they're about to hear a sales pitch.

- Create interest as concisely as possible.

The opening is simply one-part 0f the overall call. Be certain you know where you're headed next, and what questions you'll ask.

***Stupid Questions Get Stupid Answers***
Think of the inane questions parents ask children:
*"Do you want to go to your room?"*
*"Do you want to lose your TV privileges?"*
*"How many times do I have to tell you not to do that?"*

The quality of your answer is in direct correlation to the quality of your question. Ask a dumb question; get a similar-quality answer.

Ask a vague question; get an equally vague (and worthless) answer.

# Nine Hidden Buyer Questions

1. Why should I take your call you?

______________________________________________

______________________________________________

2. Why should I take time to listen to you?

______________________________________________

______________________________________________

_ 3. What's my problem?

______________________________________________

______________________________________________

_ 4. What benefits have you to offer my business?

______________________________________________

______________________________________________

5. How will you support these benefits?

______________________________________________

______________________________________________

6. Why should I trust you?

______________________________________________

______________________________________________

7. Why should I trust your company?

______________________________________________

______________________________________________

8. Why should I decide to proceed?

______________________________________________

9. Why should I proceed today?

______________________________________________

# Six Basic Elements in Making the Appointment

1. Get the customer's attention
2. Identify yourself and the company
3. Give the reason for your call
4. Introduce your Business Development Prompter
5. Relate Your Customer Reference Story
6. Ask for the Appointment

1. Get the customer's attention

When you phone someone no matter what you say you are going to get a response - and the better you get at the opening the better response you get from your prospect.

People Respond in Kind
Ask a stupid question and you will get a stupid answer.
"Would you be interested in me coming to see you…" "NO" End of conversation!
"How is …" "Fine, OK" End of conversation!

The Best Way To Get Someone's Attention
Most sales people think they need something unique to grab a customer's attention.
"If I could show you a way in which you could………………would you be interested?"
That builds mistrust and makes your job harder.
The easiest and simplest way of opening a call and getting the customer's attention is by saying his or her name. "Good morning, Mr Smith?" "Good morning, John?"

When someone calls your name, you respond. So, the first way to get someone's attention is to say: "Good morning, Mr Smith?"
When you analyse a call the key points to focus on are the response and the turnaround.

How well can you handle a response? How well can you turn that response round?"

People worry about how they are going to open the call, no matter what you say you are going to get a response. People will respond positively to a positive sounding call.
If you speak politely and intelligently to people, they will respond politely and intelligently to you.
There will be a response.

2. Identify yourself and the company If I called you up and simply said:

"Good morning, Mr Smith this is Colly Graham from Salesxcellence"
You wouldn't know who Colly Graham or what Salesxcellence was – I wouldn't get the kind of response I wanted. I need to go further and build a brief introduction, a radio commercial. I might say:

"Good morning, Mr Smith this is Colly Graham from Salesxcellence, we are a leading sales training company and we help companies like yours grow their sales"

Now they know who I am, Colly Graham
The company I am from Salesxcellence
What we are a leading sales training company
What do we do? We help companies like yours grow their sales
And what type of companies we do it for companies like yours

3. Give the reason for your call Simply say

"The reason I am calling is to make an appointment to come along and let you see, hear and get a feel for how we have helped ___________________ like (name a company similar to the one you're speaking with). However, before we do that do you mind if I ask you a few questions to establish if what we do might be of value to me and you?" Note "to me and you"

4. Introduce your Business Development Prompter

It needs to follow easily and logically from the statement above and make sure that you start with their name again.

What are the top three difficulties that are experienced by your prospects?

1. ______________________________________________________________________

2. ______________________________________________________________________

3. ______________________________________________________________________

"(Their name), in dealing with people/companies like yourself we often hear that the top three difficulties they experience are (list the top three difficulties) now I can't presume that this is your experience, however I would like the opportunity to come along and discuss our approach."

Pause and wait for his reply, whatever the reply this leads you to open the conversation

5. Relate Your Customer Reference Story

Discuss with the prospect how you have helped other companies to a solution who had similar problems

This is your opportunity now to start asking questions.

Agree to discuss - free to talk now – or make a phone appointment

6. Ask for the Appointment

"Mr Decision-Maker, what would we need to do to allow us to meet?

Or

"Mr Decision-Maker, I would like to make an appointment to come along and discuss these issues and show you how we have helped people/companies like yourself, when would be a good time to do this?"

# Objections

This is perhaps the most common Objections – Common Responses

Objections and responses will call twice during your telephone sales call, first responses will occur during your introduction, and again when you are presenting your offer and getting the customer to make a commitment to an Cold Call.

**The Four Most Common Responses**

1. “No thanks, I’m happy with what I am doing now”
2. “I’m not interested”
3. “I’m too busy”
4. “Send me an email”

Let’s take send me an email first, this may seem the most difficult to handle.

On average when you phone back they usually haven’t received your email, not had time to read it yet or read it and they are not really interested. This does nothing to move your sale forward.

Confirm information, his email address

Then ask:

“(Customer’s name) So that I send you the most appropriate information,

Say, ***“Can I ask what you might be interested in?”***

And then you are back to gathering information again.

For number 3, I’m too busy, simply ask when the best time would be to call back!

And finally number 1 and 2, use the ***Feel, Felt, Found,*** reframe approach: -

***“I know exactly how you feel, other people have felt the same way as you do now, however when they found out what it is we do we were able to mutually explore what excatly what we do”***

Having answered the objections, and they engage with you and ask for more information, at that point make the appointment so you make explain in more depth what it you do.

# The Gatekeeper

**The Receptionist**

Rule No.1 Make the receptionist your friend. Befriend him or her and they will perform miracles for you. Time is short on a busy switchboard and the receptionist has no time for verbal sparring – she or he is not deliberating setting out to make your day worse. Receptionists are not out to get you – they are too busy.

Never ask for the decision maker directly or you will be subject to a barrage of:

*"Who is this calling?"*
*"Is this a sales call?"*
*"What is this regarding?"*

Receptionists are trained to ask questions like this – the decision-maker's biggest fear that he is going to have to speak to time wasters on the telephone. Don't ask to be connected, firmly tell the person what needs to happen.

*"Good morning/afternoon, I am ________________ from _____________, who am I speaking to, please? PAUSE (use their name), I wonder if you can help me? PAUSE*

I would like to speak to *(say his first name - pause then his full name)*_____________, please connect me, thank you"

Note that I have said "thank you" and "please connect me" and not "can you please connect me" This is an implied suggestion that they are going to connect me. Do this with confidence and a strong sense of purpose and without arrogance.

If pressed with questions do not get flustered.
If you are asked to identify yourself do this calmly and with confidence, and

repeat I would like to speak to _____________, please connect me, thank you"

**If the receptionist still asks questions:**

**Receptionist:** *"What is this call about?"*

**You:** *"It's about giving (name of decision-maker), the same opportunity I have given other companies such as (name a company she may know) to (solution to the problem)."*

*Don't mention your product or service only mention the solution to the problem.*

When all this fails ask the gatekeeper for their help, simply ask:

"Can you help me get an appointment with Mr. Decision-maker, what could I do to get an appointment with Mr. Decision-maker?"

# Commitment to Action

More books have been written on closing than any other function in the sales process. And they all have names:

**Assumptive Close:** You assume the sale has already been made.

**Alternative Close: "**Would you prefer red or blue?"

**Standing Room Only Close:** "If you don't buy to-day I will have to offer to someone else?

**Order Blank Close:** The salesman starts filling out an order form

*There's more: The Sharp Angle Close. Ben Franklin Close, Colombo Close, etc.*

These are all manipulative techniques.

It has been discovered in research conducted by Huthwaite Inc. that these techniques may work for the smaller sales and hinder the larger sale. Research bares out the fact that following training in closing techniques sales fail. (Neil Rackham Spin Selling)

The research results showed that closing techniques may increase the chances of making a sale with low priced items.

Closing techniques reduced the chances of making a sale with high-ticket items.

**what is the answer? Obtain the Right Commitment**

At each stage we get commitment to move forward so that when it comes time to ask for the decision it is a natural, logical and positive outcome.

**The commitment advances the sale**
The commitment must be to take an action; without getting a commitment on action the sales process will only go into "continuation" That is, it will potter on and on, till it finally peters out.

**Four Requisites**

1. **A Recognised Need Clients** will only buy if there is a recognised need
   Demonstrated when you asked questions to uncover the need

2. **A Viable Solution** A viable solution, which will change the status quo. When you linked benefits to solutions.

3. **Value Must Justify Cost** Cost justification is the basis for every strategic decision.
   The need is never enough to justify a decision to proceed and a viable solution doesn't mean clients can justify the cost. Perceived value must justify cost.

4. **A Sense of Urgency** you've heard the phrase, "if it isn't broke don't fix it" What will it cost not to proceed right now?

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