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Smart Calling™ Eliminate the fear, failure, and rejection from cold calling

Workbook to accompany
the webinar presented by Art Sobczak
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*“As long as you
are thinking
anyway, think
big.”*

Donald Trump

The Fundamentals of Smart Calling™

Truths and Myths

- + It's not just a numbers game
- + You're not any closer to a "yes" on the next call than you were on the previous "no" you heard
- + You don't need to "love rejection"
- + Smart Calling™, like sales in general, is a process
- + Assumptions, unless positive, usually are destructive
- + The more you know about, and relate to what is going on in the prospect's environment, the less you will be perceived as a "salesperson"
- + Prospects must first hear a good reason to speak with you, and then more, in order to want to engage in a conversation with you
- + We are not calling to pitch a product, but to identify a possible opportunity to help the prospect, and continue a dialogue



The Smart Calling™ Strategy and Process

- + Pre-Call Planning
- + Pre-Communication
- + Opening Statement
- + Questioning
- + Recommendation
- + Commitment For Action
- + Wrap and Set Up Next Action

Your Selected Prospect:

Pre-Call Planning

Researching the Prospect What are we looking for and why?

+ Factual Data and Information:

+ Situational Information:

+ Personal Information



Sources of Intelligence

- + Your database
- + Their website
- + EDA data
- + Search engines
- + Google News Alerts
- + Other Online Sources

LinkedIn
Jigsaw

The Social Engineering Process

“Social Engineering:
getting information from people within
the prospect organization”

Identify Yourself and company *“Hi, I'm Pat Seller with...”*

- + Ask for HELP
“I'm hoping that you can help me...”
- + Get names if you don't have them
“I'm looking for the name of the person there who...”
- + The Key to Success: Your Justification Statement
“So I'm better prepared when I speak with him, there's some information you probably could help with...”

“I want to make sure that what I have is of interest to him...”

“I want to be sure that I'm in the right spot there...”

Ask your questions:



Identifying Possible Buying Motivators

- + What YOU Believe Is Value, Might Not Be for Them
- + Value is Different at Different Levels
- + Value is Only Value, if They Perceive it to Be, at THAT VERY MOMENT

Forms of Possible Value/Buying Motivators

+ Pain and Gain

As it relates to the results of buying from you and your company for this person/organization, what pain would they potentially avoid?

What might you help them gain?

How Are You Different?

- + *“What sets us apart is...”*
- + *“What makes us different is...”*
- + *“Something that you’ll get from us that no one else offers is...”*

How are you different, in possible value terms, for this prospect?

"Social Proof": The Value You Have Provided to Others

What specific results have you provided to similar prospects?



The Interest-Creating Opening

Opening Statement Mistakes

The Smart Call™ Opening Process

1. Identify yourself and your company

"Hi, I'm Pat Seller with..."

2. Use Your Smart Call Intelligence

"I was speaking with _____ and she mentioned that you are now_____."

"I understand that you now use _____ equipment and are going to be acquiring more early in 2011..."

"Congratulations on the _____ I had read about in _____."

"I see that your firm is now going to _____."

"I understand that one of your major initiatives for the year is _____."

"At your website I had seen_____."

3. Hint at Your Possible Value Proposition

"We specialize in working with _____, in helping them to _____."

"In working with other _____, we have been able to help them_____."

"With other _____ in the same situation, we have been able to _____."

4. Suggest More Possible Value, Contingent on Moving to Questioning

"I've got a few ideas that might be of some value to you regarding_____, and I'd like to ask a few questions...."

"We might have a few options that could possibly be a fit for you as well. If I've reached you at a good time, I'd like to ask a few questions to see if I could provide you with some information..."

"We've been able to repeat these results with over 220 firms, and with a few questions we could determine if it would be worth it for you to take a look at some information..."

"Depending on where you are with_____, we might have some options worth taking a look at."

Problem/Pain Opening

“Something that I’ve been hearing from other (type of company, or their title) is their frustration with (major problem/pain, and major problem/pain). We’ve been able to help others deal with this issue, and I’d like to ask a few questions to... “

- + *“...see if we should talk further.”*
- + *“...determine if it’s something you’d like to take a look at.”*
- + *“...find out if it might be of some value to you.”*
- + *“...see if it might be an option worth considering.”*

More Examples

“I was speaking with _____ and I understand that you’re now experiencing _____. We might have a few ways to _____ and I’d like to ask a few questions to see if we’d have the basis for further discussions...”

“I know that you’re now in the process of _____, and I have a couple of other ideas that might be able to help you to _____.”

“Hello, Mike, this is _____ with _____. (If referral, insert: “John Doe suggested I call you.”) We work with _____, helping them to _____. This results in (fill in with the ultimate benefit or result to them). I’m calling today to ask a few questions to see if this would have value for you and if we should speak further regarding ...”

“Ms. Prospect, I’m _____ with _____. We specialize in working with _____, to help them address the issue of _____. The purpose of my call is to find out how much of a concern this is to your company, and determine if it would be worth for you to take a look at....”

The Hallmark Cards Opening (“Thinking of You”)

“I just saw_____.”

“In talking with another _____, I heard _____”

...and I thought of you.”

Long Term Follow-Up Call: Continuation of Previous Contact

- 1. “The last time we spoke you mentioned that (problem/pain/something they want)*
- 2. “...since then_____”
(Fill in with any changes, new products, or new information of value)*
- 3. “...and I’d like to ask a few questions to (fill in with Ending Phrase)*

Opening Value Statement Checklist

- + They do not feel like the call is about you trying to sell them something.
- + Nothing in the call could cause resistance
- + Every word adds to the interest of the opening and is not just taking up space
- + It leaves a question in their mind as to what it is, and they want the answer.
- + They believe that they are better off after the call than before.



Write Out Your Own Opening: