Sales Prospecting and Lead Generation

Graham Roberts-Phelps

Brilliant Customer Service

Contents

Zoom out – why, what and how

Brilliant Customer Service – big picture summary

Outcomes

Sales prospecting and lead generation

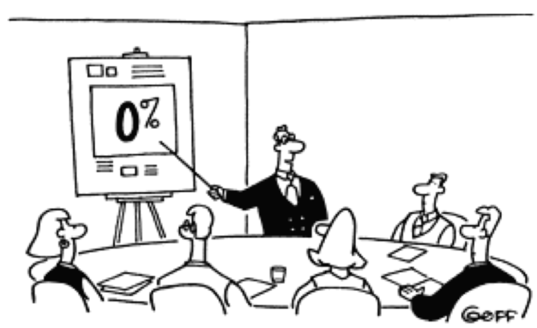
- How to self-generate new business leads and opportunities
- Gain additional business and referrals from existing customers and contacts
- Learn new and proven business-development skills

Key Learning Points and objectives:

1. Develop a clear and consistent process to new business-development and lead-generation via the phone, online and personal networking
2. Set and achieve the right level of new business-development and lead-generation activity to achieve your personal and organisational sales goals
3. Be able to overcome the most common put-off's when conducting telephone or face-to-face business development and lead-generation activities
4. Develop an engaging telephone voice and manner plus 'networking personality'
5. How to prioritise opportunities and manage your time when sourcing new business
6. Use LinkedIn to help develop leads
7. Overcome psychological blocks to cold or warm calling - yours and the client's
8. Identify potential prospects with greater accuracy, decision makers and influencers within target prospects
9. Time management and appointment scheduling; prospect tracking
10. Utilise your CRM software tools and solutions correctly

Six main modules

1. Contact strategy
2. Organised persistence
3. Approaching by email
4. Connecting by telephone
5. Networking skills (live and online)
6. Sales prospecting campaigns



"Our study concludes that this is the percentage of our customers who will buy from us without any effort whatsoever on our part."

Notes

Introduction and pre-course review

Brilliant Sales Prospecting – Outline

Training course

Key principles

- Five x Five 30-day campaign
- Set your sales prospecting goals
- Elevator pitch
- Who do you know?
- Target your market
- Organised persistence
- How to make CRM work for you

Email writing

- AIDA
- Free content emails
- Appointment pitch
- Impact email
- New enquiry
- Vertical targeting emails

Appointments by telephone

- Why calling still works
- When to call
- Creating a call prompt sheet
- Overcoming the cold calling blues
- Opening a call and taking control
- Giving a reason to meet
- Key questions to ask
- Voice tone, power words, phrasing
- Getting past gatekeepers

Networking

- 121 networking meeting
- Networking groups
- How to work a room
- Be a giver not a taker
- Follow-up after the event

LinkedIn as a marketing tool

- Why LinkedIn matters
- Six essentials for a positive profile
- Connecting and messaging
- Using search tools effectively
- Researching and following companies
- Starting and using groups
- Third party tools

First meeting skills

- Knowing and setting your objectives
- Planning and preparation
- First impressions
- Elevator pitch
- Structure your meeting
- Key questions
- Explaining your process and proposition
- Answering questions
- Closing for the next stage

Setting your goals and following the process

Sales goals

1. Three new clients, in three months.
2. Multiple days of training for each client.
3. Between 6-9 qualified opportunities or prospects per month

Daily goals

Every day complete these five daily tasks until they become a habit.

1. Five connected* calls to recent emails - warm calls
2. Five progressing calls to existing contacts or new contacts in existing companies
3. Five emails or letters to new contacts
4. Five new LinkedIn connections
5. Five LinkedIn messages to existing contacts

**A connected call is where you speak to someone 'useful'. You may need to make 8-10 dials to get to speak to one person.*

Weekly goals

- Over the course of a week, you should aim to make at least 50-100 dials, 20 connected calls, one to two meetings resulting.
- This is from a database of up to 250 companies or contacts, less is better.
- Keep recycling and working through the database.
- This is about 5 to 15 hours a week.

Five key points - summary

1. Spend around 2-4 hours every **day** on these five tasks.
2. Open your browser with your CRM, and work from this when you send emails.
3. Also, have LinkedIn, Google search and gmail open.
4. Use refract to record outbound calls or record using a mobile phone app.
5. Follow this process every day, up to 3-5 hours a day, when you are not doing client work.
6. Plan your prospecting lists and activity the night before
7. Meditate (sit quietly or as you are falling asleep) visualise yourself making great calls.

Activity and sales plan

Getting into the mind of a prospective customer

Close your eyes and visualise your potential new customer. Imagine you are them.

Now consider you need to find a way of improving the skills of your service and sales staff.

Where do you look to find a training company?

It is a very good question!

It is not that different from finding a good roofer or car service garage or dentist, except there are no listing sites like checkatrade etc.

The FIRST place is asking yourself "Do I know anyone who can help (even if I have not used them)?" That is why it is important to have made contact with a lot of people.

You might also do a google search, which can produce a list of companies, websites, articles and so on. This can sometimes be helpful and sometimes confusing.

Search

Companies can pay for adverts to appear above the natural search that the SEO people try and achieve. Good adverts and cost between .20p and £20 (Averaging around £1-2 for our sector) a click, a click….not a lead! It might quite a few clicks before someone completes and enquiry form on the website. A lot of people are just looking for information and not serious at the moment.

SEO is not guaranteed and google do not share how they select for search. It can also take weeks and weeks to have an effect. I pay technical specialist to promote our website and pages to help with SEO.

We will listing our open courses on high-traffic sites such as Eventbrite, meet up and (with luck) Groupon, etc It is generally thought that having a blog with good articles helps. Remember you write articles and share other people articles on your LinkedIn page which might get you noticed. Also, using a LOCATION = Cardiff, Wales, etc can also make a difference.

Next, SECOND, is you ask your friends and colleagues "Do you know anyone who does training…"

THIRD you keep a look-out online (usually on your phone), in newspapers and when networking, in case see something of interest.

You might also do some more google search and find a few training companies to contact.

However, if you are a sales manager who is thinking about doing training, it is much easier to let people come to you, hence the emails, letters, networking and phone calls.

They might have a need one day, and so keeping in touch is important.

Targeting the right contacts

Choose companies based on two criteria: Psychographics and demographics

Psychographic segmentation involves dividing your market into segments based upon different personality traits, values, attitudes, interests, and lifestyles of consumers. This segmentation is advantageous because it allows you to engage in product design and marketing in a focused manner.

Marketing Demographic segmentation is market segmentation according to size of turnover, number of employees, location, corporate structure, industry sector and other criteria. Demographics can be segmented into several markets to help an organisation target prospects more accurately.

1. Who are the right people to contact and connect with in a typical prospect organisation?
2. Who is your potential or target prospect?
3. Who is the best person to contact?
4. How do you contact them?
5. What is the right level of activity? How many prospects do you need?

Notes

Learner Activity

The best market for you is:

1. Local companies, within 30 minutes' drive, with between 5 and 150 employees in an industry you understand.
2. They value quality service and professionalism, this is important in their business or organisation.
3. You know about their business and market.
4. Your personal style, values and knowledge is a 'best-fit' approach
5. You have experience in this field or market.
6. You can speak their 'language', know their problems and challenges.

Your target markets

There four main markets divided by size

1. Under 50 employees
2. 51 -250 employees
3. 250-500
4. Over 500

There are also ways of segmentation by type of business and approach to their operation.

This note presents a statistical analysis of businesses in the UK. It includes information on the number of businesses since 2000, small businesses, business by region, businesses by industry, business births and deaths and information on female representation in business. It also features some discussion of the sources of business statistics and their coverage.

- In 2017, there were 5.7 million businesses in the UK.
- Over 99% of businesses are Small or Medium Sized businesses – employing 0-249 people
- 5.5 million (96%) businesses were micro-businesses – employing 0-9 people. Microbusinesses accounted for 33% of employment and 22% of turnover.
- In London, there were 1,519 businesses per 10,000 resident adults. In the North East there were 657 per 10,000 resident adults.
- The service industries accounted for 74% of businesses, 79% of employment and 71% of turnover.
- The manufacturing sector accounted for 5% of businesses, 10% of employment and 15% of turnover.
- There were 414,000 business births and 328,000 business deaths in 2015.
- 21% of SMEs are female-led, and in 28% of FTSE100 board members were female.

Your main market is probably the SML CORP and CORP sizes. These two sectors represent just 1% of UK companies, or around 5,500.

number of employees.

Private sector businesses in the UK by number of employees, 2017

	Businesses	Employment	Turnover	Businesses	Employment	Turnover
	1000s	*1000s*	*£ billions*	*%*	*%*	*%*
No employees	4,328	4,697	272	76%	18%	7%
SMEs (0-250 employees)	5,687	16,147	1,905	99.9%	60%	51%
Of which: Micro (0-9 employees)	5,445	8,790	824	96%	33%	22%
Small (10-49 employees)	208	4,059	540	4%	15%	14%
Medium (50-249 employees)	34	3,297	541	1%	12%	14%
Large (250+ employees)	7	10,576	1,834	0%	40%	49%
Total, all businesses	*5,695*	*26,723*	*3,739*	*100%*	*100%*	*100%*

Source: BIS, Business Population Estimates,
Notes: Data relates to the start of 2016, Numbers rounded to the nearest 1000

Brilliant Customer Service: Elevator pitch

A 30 second summary, who are you; what you do….

“How much do you know about us?

Write a short capability statement (elevator pitch).

“Let me give an overview of ...…

We specialise in ….

We work with organisations and _____________ (job title) to help them achieve, save, do…

Three things or areas that make us different are:

My role is

Now list questions to invite them to talk about their organisation and role in it.

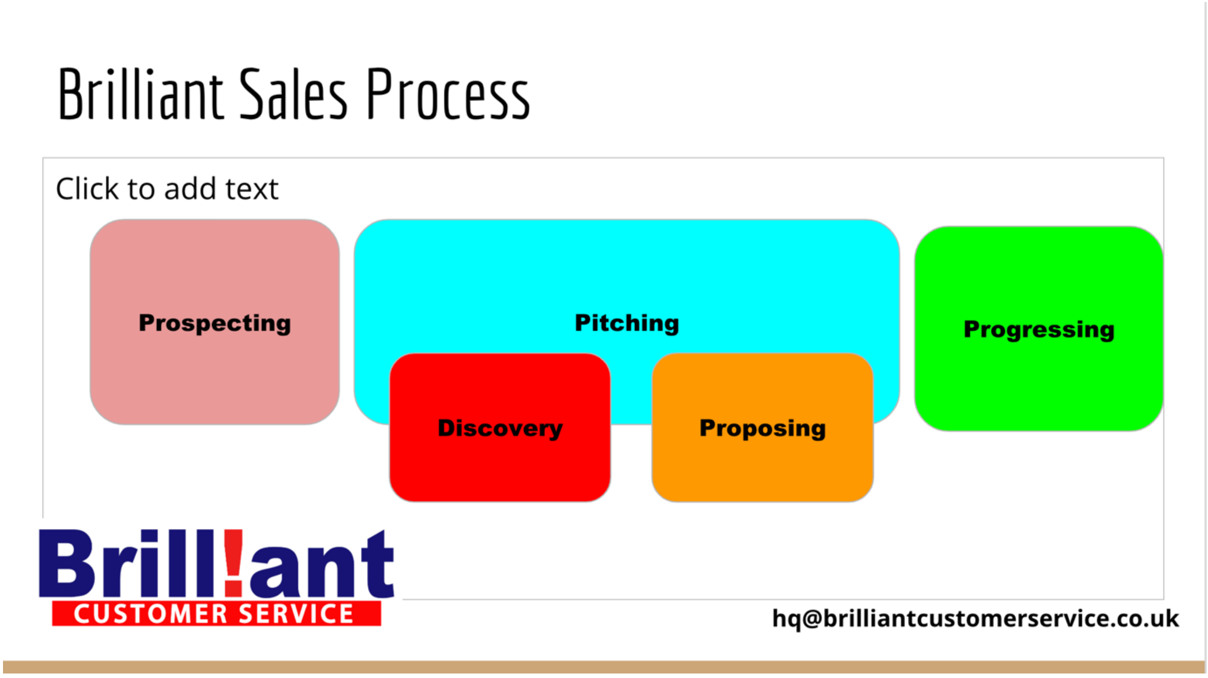
Organised Persistence

- Use organised persistence to build a suspect and prospect base and use a CRM for managing contacts, not just opportunities.

Brilliant Sales Process – example of inbound

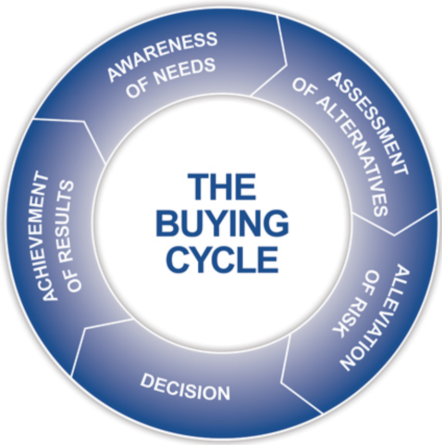
1. Email, referral or inbound lead
2. Email summary information
3. Short telephone call – five to fifteen minutes
4. Email draft proposal and outline
5. Face to face meeting or extended phone or video call
6. Finalised proposal with dates or next steps
7. Diarised follow-up CRM

Brilliant Sales Process – example of outbound – the three P's



The customer's buying cycle

Stop selling and help customers to buy from you.

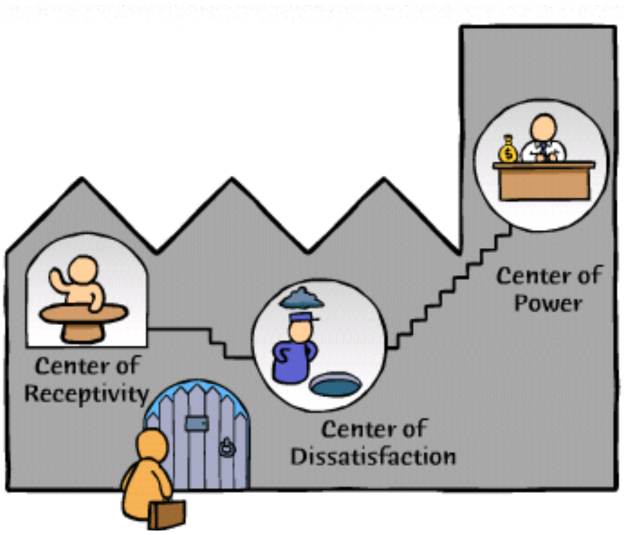


Make timing work for you, not against you.

How your role can add value

Stage	Client	Sales Consultant
Awareness of needs	Recognises need to change from existing product processes or supplier	Becomes aware of client needs by exploring problems and possible solutions
Assessment of alternatives	Evaluates the product or service against competing alternatives	Helps client decide between alternatives, influence decision
Alleviation of risk	Considers associated risks, makes a decision	Uncovers risks and helps client address them
Achievement of results	Begins to implement	Assists in the preparation and execution, anticipates.

Sales strategies for B2B strategic buying



1. Centre of receptivity – gatekeeper
2. Centre of dissatisfaction – problem owner
3. Centre of power

Centre (s) of receptivity

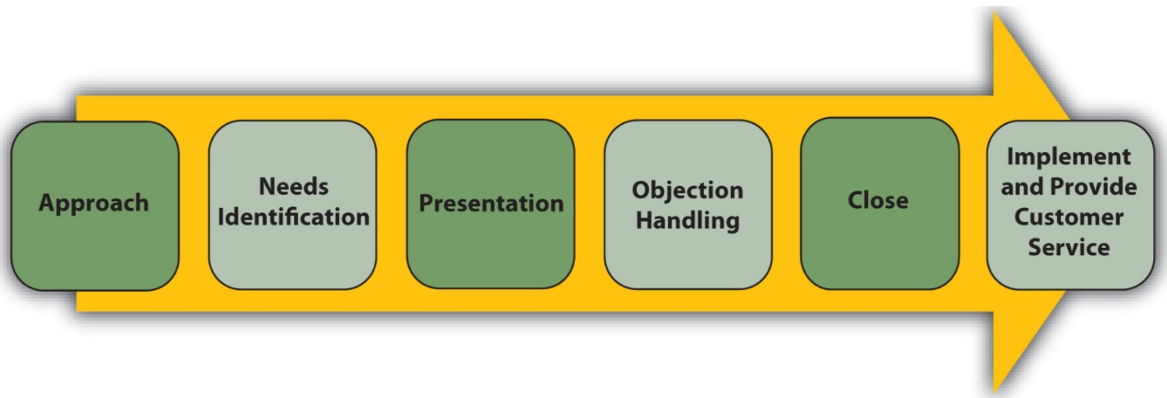
- Offer them something they value
- Gather background info
- Locate centres of dissatisfaction

Centre(s) of dissatisfaction

- Build importance and urgency of the problem
- Locate centres of power

Centre (s) of power

- Offer compelling value proposition with internal support.



Sales Planner: Complete this for a monthly period

Learner Activity

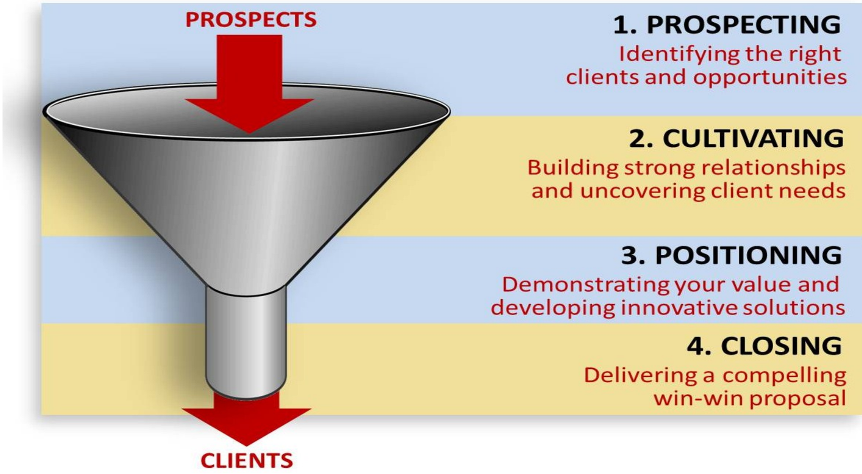
Element	Notes
Monthly business target	
Average order value	
How many orders do I need to hit sales target?	
What is my conversion of quotes or proposals to orders	
How many quotes/proposals do I need to send out per month to generate required number of orders?	
What is current number of proposals or quotes?	

Sales activities

Taking the prospect from doubt to certainty.

Prospecting	1. Email 2. LinkedIn 3. Telephone 4. Voicemail 5. Networking 6. Networking 121 7. Referrals
Pitching 1	**Discovery:** Uncovering and developing interests, needs, problems, motivations, specifications, requirements. Qualification
Pitching 2	Proposing Presenting Discussion options
Progressing	Following-up by phone and email Second meetings Negotiation

Organised persistence



My target number of new pipeline opportunities: ____________________ per month

"Every day for the next ten weeks, make _____ (insert number) of connected calls to new suspects every day. At the end of ten/twelve weeks, call them all again."

The keys to developing your own prospecting success system:

1. Define a suspect and prospect base of around 50-500 contacts and call each and every one on a 30 (A), 60 (B) or 90 (C) day cycle. These can be multiple contacts in the same organisation so long as they buy independently.

2. Decide the criteria for allocating as A, B, C based on a combination of size or potential and ease/ability of generating sales.

3. You need to speak or meet with each contact a minimum of 30 days for A, 60 for B and 90 for C.

4. Over a 10/12-week period, this calculates out as around a typical number connected calls, quality calls or meetings/webinars/conference calls per working day (on average). However, be ready to do Whatever It Takes – WIT!

5. If you take someone off the list, add a new name back on.

6. Keep good notes and record key information to use next time – in salesforce – this is very important.

7. Set a 'next action' and call back date after every call. Remember, the greatest success will most likely come after the third contact.

8. Every evening list your calls for the next day so you can start with calling straight away.

9. Create two or three 'golden hours' in your average day. The first one should be first thing in the morning or thereabouts. Do not do anything else, especially emails, during a Golden Hour.

Making relationships ahead of opportunities

How you sell is as or more important than what you sell.

What you sell includes:

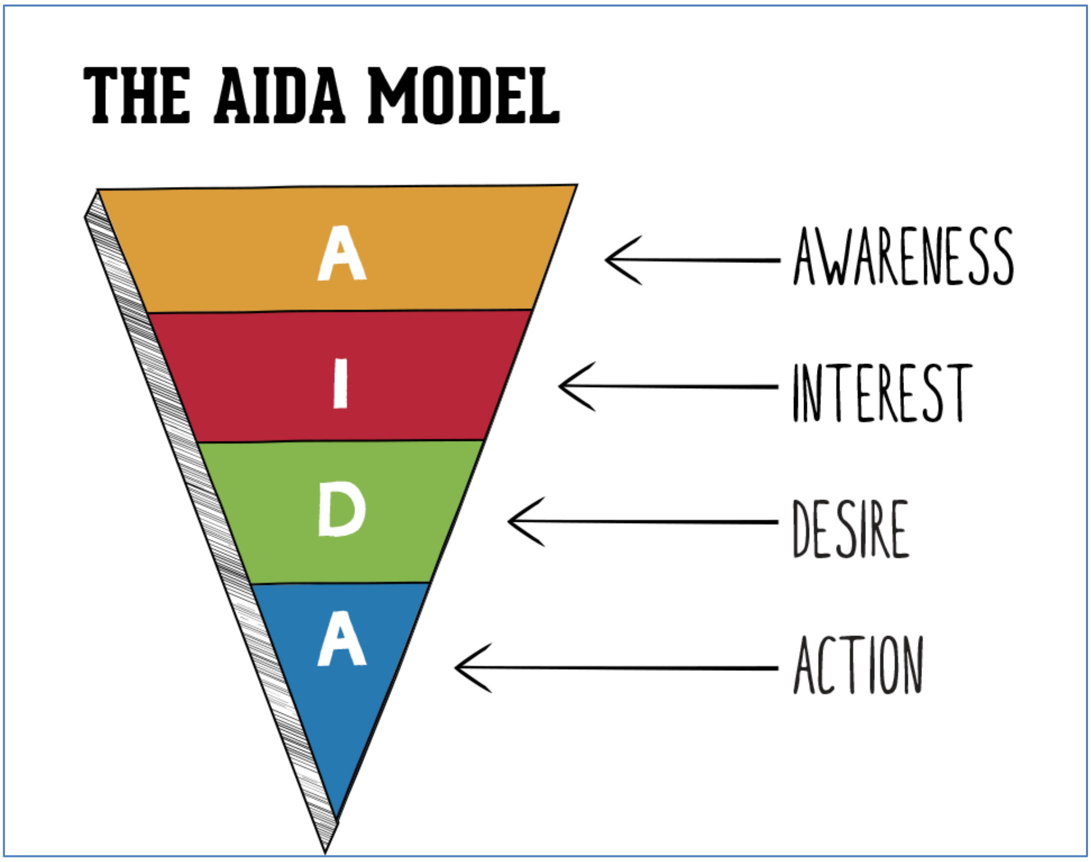
- Training courses
- Coaching
- Consulting

However, your first and major challenge is to create and keep a relationship with key decision influencers with your target accounts.

So, how can you convince someone to give you thirty minutes of their time without a need or requirement to satisfy?

Notes

Approaching by email and online



"Every time you pick up the telephone and get through to a potential suspect or prospect you are getting closer to make a sale and achieving your goals. The only failure is to not speak to enough people."

Warming up a cold-call

While it is unlikely that you will ever achieve enough sales prospects from sending out emails, it can be a useful way of warming up a call.

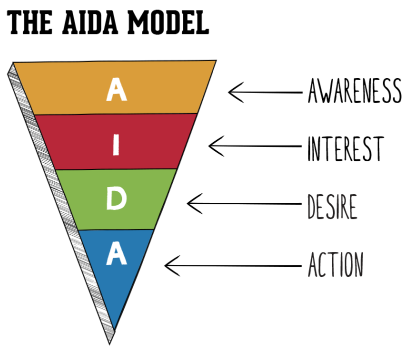
Task:

1. Write and review the example articles and emails. You can nearly always improve and personalise these.

2. Consider your best or most likely 'target' or ideal prospect organisation and the best contact to approach.

3. Then write a draft email or letter introducing yourself, asking for an appointment or an opportunity to take to the next stage (more information / price / phone call etc.)

Notes



Examples and ideas for email writing

There is no ONE best way, just ideas that work more of the time. Here are few.

Key phrases and points to make

1. I would like to meet you personally
2. Discuss and share ideas from other companies, similar to yours, that have saved time and money, improve results.
3. What I have to discuss is new, interesting and different
4. Will help you solve some of the day-to-day issues you might face, such as…
5. Keep you up-to-date on ….
6. Share best practice with regards to ….
7. Information that will be useful either now or in the future
8. Just need 20 minutes, short initial meeting
9. Forthcoming, not yet released
10. Get your opinion and ideas on

Other points

Do not ask for the appointment

Sometimes, the best way to make a sales appointment via email is to avoid asking for it. Instead, help the prospect self-qualify the appointment. Through a quick exchange of short emails, prospects will become curious about your solution to their problem or goal. Curious enough to ultimately ask YOU for the appointment.

Success at making appointments via email is mostly about:

1. Not saying "too much, too fast" about you—and NOT asking for the appointment;
2. Helping prospects feel an urge to tell you what is most important right now;
3. Sparking the buyers' curiosity about how you might help (not your solution).

Series of three

Have a series of emails, assuming you get no response to the first, something like

1. I am contacting you…
2. Not sure if you saw my last email, just in case you didn't….
3. Did not get a response to my last email, but wanted to check if…

Example emails

Hi (FIRST NAME),

My name is ………… and I am a Consulting Partner for Brilliant Customer Service Limited.

This is just an educated stab in the dark, but based on your online profile, you seem to be the right person to connect with. Or, if not, maybe you can point me in the right direction?

I'd like to speak with someone from (company name) who's responsible for training and development.

If that's you, would you be open to a 15-minute call on (specific time/date) to discuss ways Brilliant Customer Service can more specifically help your business?

Or, if not you, can you please put me in touch with the right person?

Please visit our website Brilliant Customer Service for more information on the ways we can assist your business and teams to improve Customer Service, Time Management, Sales Coaching and much more.

If you would like more information, please get in touch to arrange a meeting or call.

Email or 03333 234 744
Regards,

NAME

Consulting Partner

Dear……
Working with other Customer Service Directors/Managers and Senior Sales Teams within tech (Or Whatever), recurring issues they have been challenged with are
A)
B)
C)
I have recently helped numerous companies such as………. to overcome those challenges resulting in substantial, measurable and sustainable increases in revenue
A strategy I have seen a lot of success with is…….. With the limited knowledge I have about your Company, I have a few suggestions around strategies you may consider useful
A)

B)

C)

Are these some of the challenges you are currently faced with? – I have some ideas I would like share with you – If you have no objection I will give you a call over the next few days?
Kind regards,

Connecting by Telephone

Using the Telephone to Prospect

Like any method of prospecting, lead generation, or selling, there are always advantages and disadvantages to any approach you may choose to use. This section has been created to provide you with the tools to make best use of using the phone when prospecting for new business. Before we go into the process, let us look at the advantages and disadvantages

Advantages

- An Intimacy is created, as pretty much all psychological and physical barriers are removed. You are able to speak with each other on equal terms and if dealt with correctly leads to an informal environment in which people are more likely to respond.
- There is speed and accessibility as every client or prospect uses the phone, even the CEO of the largest company in the world - and that makes even that person accessible.
- You are therefore able to communicate with your prospects and noticeably speed up decision making processes often without the need of more expensive and more time-consuming approaches
- Telephones are considered one of the most popular forms of communication today. People today have become accustomed and even comfortable with the phone as a means of conducting business. A good example of this is, a large number of people use telephone banking as a means of dealing with their financial affairs, something unheard of a several years ago.

Disadvantages

These are limited, but ones you should be aware of nonetheless.

- It can be difficult to know if a conversation is going the way you want or hope it to, as you will not pick up on any visual clues such as, a nod of the head, or positive smile for example.
- Distractions if not fully focused can also prove challenging on both sides with either party not giving their full attention.
- It is also easier to misunderstand something that is said on the phone than over a face to face meeting. If not properly focused, information can get misinterpreted or even lost.
- On the whole the advantages do far out way the disadvantages, by virtue of, the number of calls you are able to make and information you are able to impart in a relatively short period of time.
- The key is to make sure that every approach is maximised by following good preparation and best practices. In order to achieve that there are a number of processes you will need to undertake to improve your chances of success.

This starts with:

Self Organisation

One of the most important factors in increasing the effectiveness of your telesales approach is how you organise your workspace. In particular

- Having your diary easily to hand to ensure all scheduled calls are kept
- Having your prospect and customer records in front of you either (Screen or Paper) during your call.

Making sure you know your services including all relevant information your client or prospect might need in order to make an informed decision, such as pricing, special offers, discounts and competitors information

Make sure you read your prospects or customer notes before you make the call and spend a little time in preparation for the call, think about the approach and outcome you are hoping to achieve.

If it is possible, make sure your calls are away from any possible interruptions. It is so easy to lose your train of thought and possibly even a sale, or client if your focus is lost.

Call Management

Your diary is quite literally the most important tool in your telephone selling process. Diarised calls that do not result in a sale at that time can still be useful for the future, if you establish when your prospect may have need of your services, Just make a note in the diary and call again at that time. There are many reasons why your prospect may not buy on your first approach and so you should not be discouraged. Polite and well timed persistence pays dividends.

In order to monitor the effectiveness of your calls it is always a good idea, to keep note of

A) The number of dials made

B) The number of assistants spoken to

C) Number of decision makers spoken to

D) The number of calls diarised for call backs.

E) The number of appointments made

F) Detailed notes of conversations

G) Recording the source of the calls both incoming and outgoing, for example whether it is an existing customer, cold call, or an email or direct mail follow up.

Call Planning

Setting Your Objectives

Primary - To make an appointment

Secondary - To identify the decision maker and obtain as much as information about your prospect as possible

Try to make sure you obtain the answers to the following questions

1. What do I know about the prospect?
2. How can I obtain more useful information about the prospect?
3. Who is the decision maker?
4. What are the prospects needs?
5. What questions should I ask to get the information I need?
6. Are my service knowledge and offerings up to date?

Whilst preparation and management are an extremely important part of the telesales process, equally so is your attitude?

Positive Attitude

A Positive attitude can often make the difference between winning and losing a sale

In selling you can often be presented with negatives so it is important to counteract the negativity with positive thinking. Enthusiasm is contagious so the use of positive words and phrases will help you to influence your prospect in a good way. Examples of positives and negatives are.

- Yes I can - No I can't
- I will - I will try
- I can deal with that immediately - I will deal with that as soon as I can
- We consistently perform - We usually perform
- Solution - Problem
- Pleased - Sorry.

It is also important to remain positive and we have a few suggestions to keep you on that path.

- Look for Opportunities not Difficulties
- Have the Desire to Succeed
- Experience Situations not Problems
- Be Around Positive People

- Avoid Negative People
- Welcome Objections and See Them as a Positive Challenge
- Reward yourself when you have achieved your defined goals
- Be the person people would like to be around.
- Use words that are positive rather than negative

Telephone Techniques

Once you are feeling positive and in the right frame of mind to make the calls there are certain techniques that go towards producing a positive result

Speak Clearly - Avoid mumbling, this comes from bad preparation

If you do not have a clear line and it is difficult for the both of you to hear, do not try and push on, offer to phone them back

Enthusiasm is contagious, your prospect is more likely to respond positively if you always adopt an enthusiastic manner

Alter the tone and pitch of your voice a dull monotone telephone voice will turn prospects and clients off.

A Customer cannot see you smile but can hear it in your voice

Time on the telephone is normally limited, do not waste it with idle chit chat

The attention threshold during a call diminishes quickly, normally after about ten minutes. You can compensate for this by encouraging your prospect to do most of the talking. Given the opportunity, people like to talk about themselves.

Do not interrupt your prospect, allow them to finish what they are saying, interruptions are always amplified on the telephone. If you are in a face to face meeting, a smile or gesture goes along way to making an interruption forgivable - on the telephone it simply sounds rude.

Tone of Voice

On the phone your voice will tell your prospect or client a lot about you. The tone of your voice can reflect many things, such as: Enthusiasm, Interest, Knowledge, Honesty, Sincerity, Boredom, Anxiety, the list is endless!. It can reveal your feelings and emotions more accurately than what you are actually saying, so it is important that your tone remains positive and enthusiastic and presents in a way that does not create a negative image of you.

Keeping this in mind, the key points as far as tone is concerned are:

Inflection: This will increase or decrease the importance of what you are saying. The way you stress words and sentences can alter the meaning of what you are trying to convey

Pitch: This will enable you to add a certain something to your voice making it sound more interesting rather than flat and monotonous

Pace: Is the speed at which you speak! The pace of your call can be very much to your advantage, do not be concerned about pausing or highlighting certain points. This will help focus your prospects attention and give you a little thinking time should you need. A mistake made even by experienced telesales people, is to talk too quickly, sometimes from nervousness or thinking they are giving the impression that they are fully versed in their service and the quicker they talk, the more enthusiastic and knowledgeable they must appear, when in reality it can very much have the opposite effect.

Enunciation: This is very important especially to avoid misunderstandings. Speak clearly and not too fast and project your voice which will create the impression of confidence. Mumbling albeit sounds a harsh word, happens more often than not and can make you sound unsure of your self and even a little insincere.

Volume: Unless you are being hindered by external noise for whatever reason, you should keep your level of a normal face to face conversation. If the noice around you is too high suggest that you re call at a more appropriate time

Ideal Personality Traits for Appointment Setting

Confidence:

If you are not confident in your delivery or even about the services you provide, you cannot expect to persuade your prospect or even existing clients of the benefits of the various services you offer. Prospects will feed off your confidence

Enthusiasm:

If you are enthusiastic about your offerings, your enthusiasm will transfer to your prospect or client. Enthusiasm is contagious. If you are lukewarm you will receive a cold response.

Honesty:

Honesty is always best policy, never try to pull the wool over your prospect's or clients eyes. Honesty pays dividends. If you are not you will very quickly see the negative response you will get.

Good Humour:

When your day appears to have been an uphill struggle, a sense of humour is essential. This does not mean that you should treat everything as a joke, but it will help you to keep things into perspective.

Courtesy:

A well-mannered and considerate approach will always be appreciated. For example, you may not call a prospect at a convenient time, being able to recognise this and suggesting an alternative one is always best, in fact for the both of you.

Patience:

You may see the obvious benefits to your services but people do not always respond to an idea or suggestion as quickly as you hope for. Be patient and take the time to listen, you may hear clues that will better help you to close the sale.

Realism:

A realistic approach to selling will help you to arrive at a sensible solution to your prospect's or client's needs. You will be able to build a longer term relationship with your clients by taking a well thought out step by step approach. If you go for everything at once, you stand a chance of loosing it all at once.

Assertiveness and Polite Persistence:

Assertiveness should not be confused with aggression as aggressive sales people rarely develop long term relationships or even close sales. An assertive and polite persistence will pay dividends in the longer term. In order to be a success, the qualities in being persistent can literally be the difference between success and failure. However, it is always important not to continue to pursue the Un-pursuable. If your approach is not gaining traction move on to the next!

Reliability:

If you promise to do something whether it is returning a call at a certain time or be at an appointment on time, make sure you do it. Having a reputation for reliability is of paramount importance especially in the services we provide.

The Importance Of Listening

Listening involves not only receiving sounds but accurately understanding their meaning. It means being sensitive to vocal clues and taking into account the context of the communication. Listening is important because it:

Creates rapport - You are more likely to develop a good relationship if your prospect or client feels that you have understood them.

Creates an influence base - Listening accurately is one way you can build your position as an influencer. It helps you to be perceived as competent, professional and trustworthy.

Helps people to talk - Good listening helps people to feel that you accept and understand what they are saying.

Helps people to express their thoughts - If you demonstrate poor listening skills the prospect may be uncomfortable about saying what they feel.

If you want your prospects and clients to feel that you are listening to them and understand what they are communicating, you need to develop the ability to be fully engaged. This means understanding people on their own terms. Listen carefully and allow people time to tell you what they want.

Vocal clues

Listen to how something is said, as well as to what is said. Sometimes vocal clues come over loud and clear, at other times you may have to listen very hard. For example, if a prospect or client expresses agreement or satisfaction in a flat monotonous voice, it could not be quite as positive as you may think.

Listening Techniques

Verbal signs Typical verbal signs include: “Yes”, “Uh-huh”, “OK”, “I see”, “Hmmm”.

- Ask clarification questions, if you are uncertain about whether you have understood what the customer is saying.

- It also helps to summarise key points as you go through the call.

Take notes, please do not try to write everything down! Make a note of the key points as a reminder for you as the call progresses.

Concentrate your attention only on the call. Try to avoid distractions and don't allow others to interrupt you when you are on a call.

Structuring Your Approach To Making An Appointment

Making an appointment takes two . Your presentation should take into account where your prospect or client is in the buying process, otherwise you will both be at odds with each other. Use the following suggested 3 step structure to help you match your call to the prospect or clients position in the presentation.

Introduction

You never get a second chance to make a first impression! How you deal with this stage of the call determines the amount of time your prospect or client will spend talking to you. This stage of the call requires a calm and relaxed approach; if you speak too quickly you will come across as nervous or at worst, insincere. You should always be honest about the reason for your call. Prospects do not like to be misled and you could ruin a hard earned opportunity by, not right from the start being entirely open in giving the purpose of your call. It is always worthwhile remembering that, just by them taking the call they have indicated a willingness to talk to you so be careful not to let that opportunity slip by

Information Gathering and Establishing a Need

Before you start the selling process you need to gather as much information about your prospect and the sector they work within, you will also need to obtain information directly from your prospect as well know something about your prospect, for example their business needs. This is often regarded as a difficult stage of the call because you may feel inhibited about asking questions. However, people generally like to talk about themselves, so if you ask the right questions it should be relatively easy. Adopt a conversational style of chatting so you don't come across as probing or even nosey. Your purpose is to identify a need for your service by becoming aware of the challenges they are experiencing and need to overcome. This could be within their administration for example, or one of the many other services we are able to provide to a prospect or client.

It maybe as well during your conversation you are able to identify another need that perhaps even they have not yet thought about, a gentle suggestion may reap even greater rewards further down the line. Remembering the key here is always to get the appointment, or if the prospect does not feel the need to meet, the order

Closing

Once you get to a level of conversation and you have picked up on all the positive buying signs do not forget to ask for the appointment. There are so many cases from so many different business sectors where people present a great opportunity and therefore open very well but simply forget to ask for the appointment or order.

A Little More on Information Gathering.

Undertaking research to gather basic information about your prospect and their company before you make your first call is a great investment of your time. When you get through to your prospect you'll only have a small window of opportunity to impress and that is not achieved by asking information that you should already know.

It is therefore important to obtain background information for the following reasons:

You have only have a limited amount of time to talk, so it will aid in the flow of conversation to focus on subjects which directly benefit your prospect.

You will demonstrate genuine interest to your prospects if you can show that you know something about them or their business.

It will enable you to focus on your objectives.

1. Research improves your sales approach and enables you to focus on points where they are most likely to create best result.

2. Phone research enables you to identify companies and individuals who may be interested in your products and services.

3. The more time spent on gathering information the better the return you will have on your prospecting approaches

If you are to undertake an email or direct mail campaign with follow up calls thereafter. These campaigns are always more successful if they are directed to the intended and named individual.

Getting to the decision maker

If the company you are approaching is more than just a sole trader, clearly and confidently state your name and your company. The more confident and assured you sound the greater chance of being put through.

If it is larger than a sole trading situation and the phone is answered by a secretary or receptionist and they ask you the purpose of the call be very polite but do not try to sell her! If they offer to take a message, politely say you would prefer to call back when it's convenient.

If you are asked to leave a phone number and are told that your prospect will call you back if interested, it's worth remembering that they very rarely do! Leaving your phone number is generally considered a waste of time. It is always better for you to phone the prospect back at a more convenient time

Once again if the company is of a size that a receptionist is employed be friendly towards them. Make sure you are friendly and get their names. Get them on your side by being polite and by treating them as a professional and equal. Ask their advice about the best time to call back. They are doing their job by screening calls so do not take it personally, always use their name, be polite and always ask their advice on the best way to make contact with your prospect if they seem reluctant to put you through.

First Contact and What Is Commonly Known As The Verbal Handshake

As heard a few times in this document before you never get a second chance to make a first impression. From the moment you start speaking with your prospect or customer your focus should be on trying to make a great impression. The tone of your voice will influence their response: as mentioned before if you are lukewarm they will be cold. Enthusiasm wins the day!!!

Take time to establish a rapport with your prospect. Do not be over keen and lose control of the conversation.

Relax, just by accepting the call the customer has indicated that they are happy to talk with you.

Use your prospect or client's name throughout the call to personalises the conversation and establish a rapport from the outset.

Starting the call

Develop an interesting and compelling opening, or hook, to grab your prospect's attention, this will improve the chances of them wanting to listen to you. It could be based on one of the following:

1. A fact
2. A question
3. A reference from a business associate
4. An introductory letter
5. A service
6. Something topical to their business (an interesting snippet of info they might be keen to read for example)

Hints and Tips

Keep your call brief and simple. Prospects are generally busy people and can therefore have a low attention span

Avoid a detailed presentation unless your prospect does not require a meeting to appoint you. If they do you could talk yourself out of an appointment

Paint a picture about the service you are offering. This will enable your prospect to better visualise the benefits of your service

Once they start to show buying signs, unless they have indicated they do not need a meeting to contract your services and they start to ask questions best not answer them, suggest those questions would be best answered in a face to face meeting

Suggested Standard Hooks and Openings

"Good morning Mr/Mrs/Miss Smith my name is Michael, I am a consulting partner with BCS which is the market leader in ...."

Continue by using one of the following hooks or statements to engage their interest:

- "I wrote to you recently outlining the benefits of the BCS Service, I would be interested to hear your comments about our new Social Media Marketing Division (Or whatever service you may want to lead with) How do you feel this could fit with your current thoughts around social media development?"

- "A business associate of yours Mr .... of .... is a long standing customer of mine. He mentioned to me that you might also find the BCS Service of Interest? May I ask what arrangements do you currently have in place for training and coaching?
- "BCS services are considered to be the fastest growing and most economic methods of providing additional support and specialised services to companies. Many of my clients are in businesses similar to your own. They tell me that our service provides them with much needed support without having to get involved with employing expensive long term specialist staff. Is this something that resonates with you?"
- "My company is a business which provides essential support staff on a temporary and economic basis to organisations that may not be looking to employ full time staff. To help me establish whether my company can help you, would you say our services could meet with your needs? If "yes" you could follow on with as a matter of interest what are the minimum levels of service that you would require?"
- " Mrs Smith the (whatever publication) published a survey which revealed that many companies are now looking for a more economic and temporary way to employ specialist personal, even on a project by project basis. May I ask, how would you describe the position of your own company on this matter?"

Selling the Benefit of a Meeting

After establishing the prospect could have a need, the next stage is to explain briefly and visually, how a meeting can help your prospect to satisfy that need.

Use features, advantages and benefits tailored to the needs of your prospect or client. Create an interest by selling the benefits of a meeting. Do not give too much detail or there will be no point in the face-to-face meeting. If you are picking up that the client is happy to accept a telephone presentation you can of course go into more detail

The benefits of an appointment are:

1. Personal contact
2. More personalised service
3. More able to match specific needs to relevant BCS services
4. If appropriate negotiate rates ?or package deals more easily

Closing the Appointment

The simplest way to close the call is to check first for buying signals.

In testing for buying signals. Typical Questions and Answers are:

Q :What are your thoughts on what we have discussed so far?

A: Yes it sounds great?

Q: Is there any other information you need before moving forward?

A: No I think you have covered everything?

Q: What would be the next steps for you to help make a decision?

A: I think you have covered everything

Q: In order for me to set this up for you I would need a signature from you, would you like me to send the agreement?

A: Please, if you could send it by email that would be great

Q: Great are you happy to move forward?

A: May I suggest a couple of times to meet, or I am sure we can set that up!

Closing Reminders

The point when you should ask for an appointment comes when you have achieved the following:

You have established exactly what your prospect wants.

The prospect has indicated that they are interested in your service.

To ask for the appointment use phrases like:

- 'Would you prefer Tuesday or Thursday of next week?'
- 'Would morning or afternoon suit you best?'
- 'Would 10 a.m. suit you?'

Asking for an appointment will enable you to gauge your prospect's level of interest or, to identify what it is that is making the prospect hesitate. Be confident in asking for an appointment. If they say no, do not take it personally as there are many reasons as to why that could be the answer.

When you have asked for your appointment, best to pause and say nothing, your silence will encourage your prospect to make their decision.

What To Do If Your Prospect Says No

Most prospects will ask questions, express their concerns or need some form of reassurance before they make a decision to make an appointment or buy. These questions are just a way of wanting more information rather a solid objection or no. It is important to remember that objections can also be an opportunity to close.

- From the prospects point of view an objection could be:

- You have not provided them with sufficient information for them to make a positive decision.

- The prospect doesn't understand something you have said.

- You haven't explained something to the customer clearly enough.

- The prospect wants to talk it over with someone else before making a commitment.

- The prospect hasn’t been convinced by what you have said.

Objection Handling Techniques and Hints And Tips

Listen to your prospect, allow them to finish what they have to say. If you interrupt them you may prevent them from telling you something important.

Acknowledge the objection. It will not disappear just because you try to ignore it

Always sympathise with your prospects point of view. Start with " I appreciate that or I appreciate your point of view" If you convey a sympathetic manner they will be more likely to listen to your response.

Make sure you understand your prospects objection. It can be a good idea to restate your prospects concerns just to make sure you understand why they are objecting . It will also give you a few seconds to think of how best to respond.

Be confident and relaxed try not to be defensive.

Don't apologise for your service unless the customer is objecting to a previous bad experience with your company; in which case an apology may be required.

Avoid frustration, remain calm and if you are not, learn to be patient

Be professional at all times

Always give clear and precise answers to your clients or prospects questions

Learn from experience, both your own and that of your fellow franchisees. Graham and his team will also be on hand to give the advice you need when you need it.

We have provided a list of the most common objections you may experience with suggested responses to each of the services BCS provide within this manual, to help you better secure an agreement with your prospect.

Telephone tactics – quick summary

People like to deal with people who have a certain ‘attitude’ or charisma about them.

- Friendly, Helpful and Cheerful
- Knowledgeable, Confident, In control and Professional

Smile while you dial

This is the key to a bright ‘tone’ of voice. It helps if you can pause and breathe between each statement, use gestures, move around, drink lots of water – and smile!

Speech rate

By speaking slower, we make it easier for people to understand us. We also give our words more impact and allow ourselves slightly more time to think. The best way to change your voice is to slow it down by about 20%. Use a lower pitch at the same time for extra impact.

Pitch

The emotional state of a person has the most effect on the pitch of the voice. If we are in a state of fear the muscles around our voice box tighten, so try to relax.

Volume

The telephone sometimes reduces the volume of our voice, so it is very useful to slightly increase the speaking volume when we talk. This aids comprehension and ensures that our words are heard correctly.

Pronunciation

How we pronounce a word becomes much more important over the telephone. This is partly because of the lack of visual communication and also because people will read into our voice tones the meaning of the word.

Emphasis

We will normally use our eyes, facial expressions and body gestures in order to emphasize our words and meaning.

Because the telephone doesn’t allow us this visual communication, the emphasis comes through a combination of the above three factors and also our emphasis on certain words and phrases. Either by repeating them, or by leaving significant pauses, we can add greater emphasis to what we say.

Activity tracking forms - organised persistence on paper

Notes

Form	**How to use**
Contact profile	Make notes on each contact and company you speak to or meet with.
Daily email activity summary	Update this page and file every day.
Daily call activity summary	Update this page and file every day.
Prospect pipeline/best few	Add contacts to this page that are most likely to produce bookings or referrals.
Call planner	Complete each evening - calls to make

Contact Profile

Company	
Location	
Type of business	

Contacts

Name	Position	Email / phone

Notes

Contact history

Date	Event (call/email/meet	Notes / next action

Entered on CRM ___

Daily email activity summary

Only list emails sent. Use as a call list for the following day to make calls from.

	Name / company	Date email sent
1		
2		
3		
4		

5		
6		
7		
8		
8		
10		
11		
12		
13		
14		
15		

Daily call activity summary

Date: ________________ Number of dials: ___5___10___15___20___25

Only list connected calls (C) or meetings (M) or video calls (V)

	Name / company	Activity (C//M/V)	Result or next action
1			
2			
3			
4			
5			
6			
7			
8			
8			
10			

Prospect pipeline/best few

List those contacts that shown an interest or requested a proposal.
Date: ___________________

	Name / company	Interested in	Status
1			
2			
3			
4			
5			
6			
7			
8			
8			
10			

Connecting by telephone – Worksheet

Quick summary

Complete the following worksheet. It will be useful to use as content for a telephone phone call. Spend at least one hour a day, every day, prospecting for new business. Warm-up the call with a letter or email and then follow through.
Remember, the three main objectives of any first contact is:

1. Make a good impression and leave the door open
2. Secure an appointment or a second phone call
3. Gain more information or sow a seed for future opportunity

Key point	Notes
Customer Type	
Job title to contact	
What problems does this individual face in their job that you can help with	1. 2. 3.
What makes you unique, different or what specialisms do you have over and above your competitors	1. 2. 3.
What is new, interesting or different about you or what you offer	1. 2. 3.
Three reasons this person will give you time for a meeting or a second phone call	1. 2. 3.

One thing, a hook, that a meeting will achieve that cannot be done by email or website.	
Information you can send them to keep the door open after the call	1. 2. 3.
Questions you can ask whilst on the call	1. 2. 3.

Answers to put-off's and answers to questions

If they say	*You can say…*
No time, too busy	
Not a priority, not planning any training	
Use another company	
How much is it?	
We do it in-house?	
How long is your training?	
Who delivers the training	

Telephone prompt sheet 1

Stage	Examples of what you can say / prompts
Connecting • *Introduce yourself, reason for call, check right person, okay to talk, role, etc* • *Gain rapport* • *Vocal pacing*	
Consulting • *Responsible for results/team?* • *Involved with training?* • *Current or past training activity?* • *Plans for next 3-6 months?*	
Convincing • *Mention benefits of longer call or face to face meeting.* • *Explain more about what we do* • *Suggest next step* • *Ask more specific questions* • *Offer follow-up email*	
Closing • *Summarise call* • *Ask for next step commitment – appointment or call* • *30 minute initial meeting* • *Choice of dates and times* • *10.30 not 10.00* • *Thank for time*	

First contact consultative cold call - example

Good morning,

My name is NAME and I'm calling from Brilliant Customer Service.

I was wondering if I could speak to the person responsible for training and development within COMPANY NAME.

That's me -

Do you have a few moments for me to let you know how Brilliant Customer Service can help your business?

No - Ok no problem, when would be a more convenient time to talk?

Thank you for your time

Action: Schedule call back in your CRM or planner

Good morning,

My name is NAME and I'm calling from Brilliant Customer Service. I was wondering if you can help me? I am looking for a person who is responsible for Training and Development within *<name of company>* your company.

Do you have a few moments to talk about what training we could offer you to improve your customer service or sales?

Yes - Would you mind if I ask you a few quick questions...Could you tell me do you have a sales or customer support team?

1. Am I correct in thinking that you are responsible for sales and customer service staff and or results?
2. Do you do your own training in-house?
3. Are you completely happy with your level of sales and service?
4. Have you ever considered using a consultant to help improve results in any area?

Would you consider using a company like Brilliant Customer Service if we could show you ways in which we can help bring in more business and improve service skills for you?

Perhaps, you would like some more information about Brilliant Customer Service and what we do?

Or maybe it would be good to make time for a longer conversation over the phone to discuss how we can tailor our courses to fit the needs of your business, free of charge?

Business Networking

Networking skills – face to face

Networking has become a crucial factor in today's business world. It is considered one of, if not the most effective methods of developing your business and is a key component of your personal and business brand. You need to be able to build strong business relationships, develop a level of personal credibility and increase your network of contacts in order to enhance your visibility and create opportunities for yourself and your new BCS Business.

Why Should You Network

There are many reasons to network! People do this consciously and subconsciously everyday and in every aspect of their lives. In this instance we are focusing on business for which there is a general rule of thumb as to why you should network. The two main reasons being

To increase your client base by finding new business

To find people who can be of benefit to you by either helping you to find new business or introducing you to new business

There are many ways for businesses to market and sell their services, most by the more obvious methods of marketing, such as email shots, direct mail, advertising in the press as well as radio and television, social media etc, and whilst effective it is becoming more and more expensive and competitive in terms of being able to differentiate yourself from the competition.

With Networking it has continuously proven to be a very cost effective way of gaining new business, and all basically achieved through word of mouth.

A simple yet good example of this working in everyday life is, how many times have you asked a friend who you trust to recommend you to a dentist, doctor, builder, electrician, plumber and been grateful for that recommendation. These recommendations are normally made from individuals who have had a good experience from those they are recommending

Targeted networking generally gives you the opportunity to build trust-based relationships with many of the types of people you are looking to do business with.

There is little doubt business even at a smaller level is becoming more globalised and complex but there is no doubt people still want to deal with people they know, like and trust and this is where networking can be such a powerful form of marketing your business

Benefits of Networking

Networking has many benefits but in the main there are five reasons that standout above them all.

1. Instant Rapport
2. Credibility
3. Trust
4. Long Term Business Relationships
5. Mutually Helpful Attitude

Notes

Rapport

Creating a good rapport is the first and most important step in developing a successful business relationship, particularly for anyone involved in providing GAVA services. Being able to create one-to-one relationships means the process of getting to a signed agreement will be that much easier, as you will be working from a warm as opposed to a cold lead and this will most definitely improve your chances of obtaining the business.

Credibility

Networking can almost provide instant credibility, mainly because you are not in a typical sales situation. You will have already attained a fairly high degree of credibility whether it is networking in a function you are a part of, or people you know of who want to recommend you. The reason for this, in some way or another you will already be a known quantity as opposed to having to make a somewhat colder approach

Trust

Trust is gained from both rapport and credibility and that is much easier to attain through networking rather than a traditional colder sales situation approach. At the risk of repetition, people will normally trust someone they know of, or who has been recommended to them, over somebody they have had no experience of.

Longer-term Business Relationships

Business relationships developed through networking which are based on trust, mutual respect and a good rapport tend to create longer term and fruitful business relationships, that is, over a relationship that is developed from cold so to speak

Mutually Helpful Attitude

The true value of networking lies in the personal relationships you have created. The key to successful networking is to show interest in your contact and their business rather than your own, look at ways of how you can help your contact develop their business. It works on the principal of, the more interest you show in them, the more likely they will want to reciprocate in understanding more about your business and how they might help you.

Best Place to Network

In order to get the best out of Networking you have to be proactive, it is not something you can sit back and wait to happen. Your initial thinking maybe to join or get involved with as many networking organisations as you can, this would be wrong. Your time will be far better spent by researching as much as you are able, to determine whether or not an organisation that you are considering becoming a member of, either has the type of people that you are able to directly do business with, or the type of people that would be in a position to recommend your services.

The key here, is to actively identify and research potential networking opportunities and if appropriate Join and participate in local groups, business associations and clubs (Always focus locally as this is where you will become the most influential in your business community - Also travelling great distances can be a waste of your valuable time)

Reading local business publications, articles, and local news papers is always a good idea, to identify the more prominent business people in your area and look for ways and opportunities to meet with them and also a good way to source new good networking opportunities at the same time.

Even non related business environments – it is surprising how many people of interest you can meet. For example, tennis club, golf club, gym, school governing boards, Rotary Club or Round Table. These are all opportunities that you can benefit from in so many ways, including becoming a positive force in your local community.

You will in a short period of time become accustomed to identifying the better organisations for you to become a part of. Although networking is a longer-term process in developing your business, we suggest you focus more on the organisations that are likely to provide you with quicker wins in the early days of developing your business, in other words the more specifically business oriented networking functions.

Conversing And Following Up With Your Contacts

Being Prepared - As mentioned above, research is of paramount importance, it is likely when undertaking your research you would have found out about some of the members of the function you are considering becoming a part of. Doing some research on the people you want to meet such as their business sector challenges and issues and even personal interests can stand you in good stead. Regarding the meeting itself, always take your business card, that way if the person you are speaking with wants to progress discussions, you will have it to give.

First Impressions Count - Most people form an impression of you within a matter of seconds, therefore make sure your way of dressing suits the occasion. An interesting fact is, only about 7% of communication is actually based on what you say. Your body

language and tone of voice account for the rest. Try and make this a point to remember when you are networking.

Being Confident - Confidence comes from being prepared. Have a clear idea of what you want to say and the results you want to achieve.

A Conversation - Remember it is a conversation, a chat, a discovery about the other person; it is about sharing and learning.

It's not me, me, me: Don't just talk about yourself. People only listen to you when they are ready to, so always be enthusiastic about listening to them. It is OK for a conversation to finish without you contributing information about yourself.

Don't force it - Talk about what you do only if invited, don't force your information on others.

Listen - Listen carefully and frame another question out of the response. Also, by listening, you will soon notice that some people like to talk about business, while others like to know about you and prefer to adopt a more social approach.

Memorise Questions - It's useful to have at least five or six good generic questions that you can draw upon in times of need.

Being Genuine - Aim to be sincere each time you ask a question. Sales techniques can only take you so far, you need to be genuinely interested in the other person, otherwise they will possibly see you as fake and dismiss you.

Body Language - Your face, voice, eyes and body language should express real interest not so their first thought is "this is a sales technique'.

Don't Be Intrusive - Some people may find it intrusive if you ask too many questions and may prefer you to talk about yourself.

The Follow Up

No matter how well you have networked, it can all be for nothing if you do not effectively follow-up after an event. Incredibly, even for the most seasoned of networkers, this is one of the most common errors made. By not following up after an event you are wasting a huge amount of your time, effort and money. For that reason you should block out a small amount of time in the day after an event to follow up with your contacts.

Of course there will be people that you meet at an event that are less useful to you at that particular time. However, your aim is to build a network, so rather than disregard any contacts, you should filter them and establish a level of importance for each contact. Maybe along the lines of A, B and C

A list contacts

These are contacts that can immediately help you achieve your business goals. They are likely to be well connected to people or organisations that are in your target market or able to support you in some way.

You should aim to contact your A's immediately after an event. Try and set up another meeting soon where you can further develop and strengthen the relationship. Usually you would have already mentioned your desire to have a further meeting when you first met them. However, if you did not, then call them, or send them an email or contact them via other means to arrange that next meeting.

Try and keep in touch with your A's at least once a month after first meeting them. This will help develop and strengthen your relationship and will mean that you remain in their thoughts so to speak. If you need reasons to contact them, consider sending articles they might be interested in or refer them to contacts you have that might prove useful. LinkedIn is useful in this regard as they give you a way of contacting someone that is both gentle and accessible.

B List contacts

These are people that were interesting and personable, but are unlikely to be able to support you with your networking goals right now.

It is likely you will end up with a lot of B's. They can prove to be very useful possibly in the longer term and worth while including on your database. You should aim to remain in contact with these people, although perhaps this should be on a reduced scale to those on your A list. You can do this by sending them a follow up email within 48 hours after the event and then keeping in touch every few months via LinkedIn or the occasional email.

C list contacts

These are contacts that are not of any business value to you as a networking contact and are very unlikely to help you meet your business goals, certainly now or in the near future

It's important not to totally neglect these contacts, but you should not waste too much energy in developing the relationship either. It's useful to connect with them on LinkedIn and to send a more generic email after a networking event that perhaps promotes your services.

It is worth noting that everyone changes roles and has different contacts. You never know when a C contact will be in a position where they can assist you in your networking endeavours. Therefore, you should always remain in contact and try to prove useful to them if you can.

Whichever category your contacts fall into, they should all be added to your contacts list and you should connect with them by email or on the different social media tools available. You never know when a contact may become useful or who they could be connected to. This process might seem a little contrived, but people make evaluations on how useful you are to them all the time. This process simply puts more structure around the approach.

In conclusion

If we were to try and encapsulate how to obtain the best result through Networking in one simple phrase, it would be, "receiving starts with giving"

Skill-building tasks for networking

- Develop a list of good conversation-starter questions
- Create and memorise an engaging 'elevator pitch'
- Decide on a method of tracking and keeping in contact with contacts

Notes – list of questions that start engaging conversations

Networking 30 second summary

Ask: "How much do you know about Brilliant Customer Service?

Write a short capability statement (elevator pitch).

"Let me give you an overview of Brilliant Customer Service…

Specialises in ….

We work with organisations and _____________ (job title) to help them achieve, save, do…

Three things or areas that make us different are:

My role is:

Now list questions to invite them to talk about their organisation and role in it.

How to become a Master Networker

1. Follow up on referrals - the No. 1 trait of successful networkers. If you present an opportunity, whether it's a simple piece of information, a special contact or a qualified business referral, to someone who consistently fails to follow up successfully, it's no secret that you'll eventually stop wasting your time with this person.

2. Positive attitude - A consistently negative attitude makes people dislike being around you and drives away referrals. Positive business professionals are like magnets. Others want to be around them and will send their friends, family and associates to them.

3. Be good at conversation - It's been said that the best three personal characteristics are confidence, empathy and enthusiasm. Being able to start, develop, maintain and exit conversations with complete strangers is a skill that will earn you money!!

4. Trustworthy - When you refer one person to another, you're putting your reputation on the line. You have to be able to trust your referral partner and be trusted in return. Neither you nor anyone else will refer a contact or valuable information to someone who can't be trusted to handle it well.

5. Good listening skills - Our success as networkers depends on how well we can listen and learn. The faster you and your networking partner learn what you need to know about each other, the faster you'll establish a valuable relationship. Communicate well and listen well.

6. Network always - Master networkers are never off duty. Networking is so natural to them that they can be found networking in the grocery store line, at the doctor's office, at a party, as well as at the chamber mixers and networking meetings.

7. Thank people - Expressing gratitude to business associates and clients is just another building block in the cultivation of relationships that will lead to increased referrals. People like to refer others to business professionals that go above and beyond. Thanking others at every opportunity will help you stand out from the crowd.

8. Enjoy helping and sharing information - Helping others can be done in a variety of ways, from literally showing up to help with an office move to clipping a helpful and interesting article and mailing it to an associate or client. Master networkers keep their eyes and ears open for opportunities to advance other people's interests whenever they can.

9. Sincere - Insincerity is like a cake without icing! You can offer the help, the thanks, the listening ear, but if you aren't sincerely interested in the other person, they'll know it! Those who have developed successful networking skills convey their sincerity at every turn. One of the best ways to develop this trait is to give the individual with whom you're developing a referral relationship your undivided attention.

10. Works their network - It's not net-sit or net-eat, it's net-work, and master networkers don't let any opportunity to work their networks pass them by.

"The key is to build mutually beneficial business relationships; only then will you succeed as a master networker"

Six ways to make people like you

1. Become genuinely interested in other people.
2. Smile.
3. Remember that a person's name is to that person the sweetest and most important sound in any language.
4. Be a good listener. ...
5. Talk in terms of the other person's interests.
6. Make the other person feel important - and do it sincerely.

How to work a room

Join a small group or ‘crowd’ (to meet more people in less time)

- Breaking in: “Hi, mind if I join the conversation? What are you talking about?”
- Inviting others: “Would you like to join us? “, then open a space in the circle

Identify the key individuals you want to meet

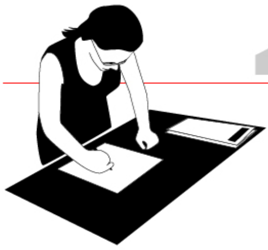
- Mavens, Connectors and Sales(wo)men
- Direct questions directly to them
- Review names and repeat for retention

Leaving the Conversation

- “Excuse me” (walk away with purpose)
- “Do you have a card? I’d like to talk more about ____ when we have more time.”
- “I’m going to mingle a little more to meet (target audience). Do you know anyone like that here?”
- Reconnect with specific individuals AFTER the group breaks up to collect contact info for follow up

DO YOU KNOW

HOW TO WORK A ROOM®?



1 PREPARE

Practice a 7-9-second engaging self-introduction; a pleasantry.

Check websites, journals, newspapers and news curators.

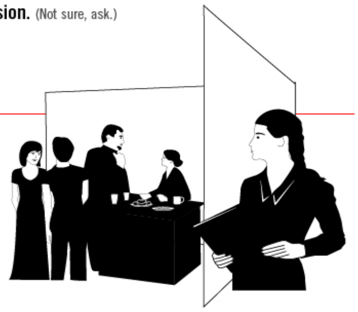
Collect 3-5 conversation items (NEWS/STORIES/SPORTS/ENTERTAINMENT) "just in case."

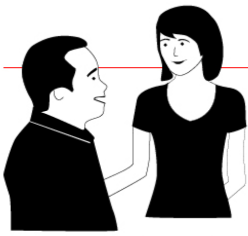
Dress for the occasion. (Not sure, ask.)

2 ENTER

Take a deep breath and step inside the room.
Glance around and observe:

- Locate the food, bar, seating and hosts.
- Look for people you may know.
- Observe where groups are gathered.
- Greet the hosts or greeting committee.
- Ask to be introduced to specific people or groups.





3 MEET AND MINGLE

Speak to the people standing alone.
It's easier and they'll be appreciative.

Have a collection of common bond icebreakers in mind.
Stick to event, venue, theme or purpose of the event, the food, the weather; what you have in common.

Act like a host. Welcome, introduce and chat with others.

Introduce people to each other. "Have you met? I'd like you to meet. You ought to know each other."

Small talk leads to BIG TALK! "Is this your first regional conference, tweetup, MS fundraiser?" "Who do you know, the bride or the groom?" "Are you a member of the association?" "What brought you here?"

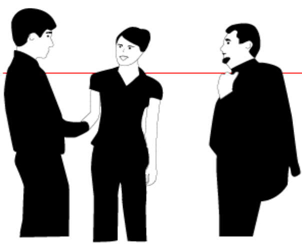
4 BREAKING AND ENTERING

Pick an animated group of 3-5 people.

Stand on the periphery.

When acknowledged, step into the group.

DO NOT change the subject.
Lose your agenda. You're the invited guest.



5 EXIT GRACEFULLY AND MOVE ON

Extend your hand for an "It was nice to meet you" handshake.

Ask for a business card/offer yours.

***Move a quarter of the room away**
toward another group or person standing alone.

REMEMBER TO: SMILE and maintain eye contact. Always RE-introduce yourself with a first and last name. Rinse and repeat. Follow up.

Networking online: LinkedIn for sales prospecting

Based on an article by Anna Bratton, Salesforce Account Manager in the UK. These will typically have a number of decision makers who will affect a sale.

With over 360 million members worldwide, LinkedIn is one of the major social networks (alongside Facebook, Twitter and Google+). Often, however, LinkedIn is pigeon-holed as simply the place to go to look for your next job. But to simply look at it this way is to do the network a significant disservice.

Tip 1: Never miss a chance to connect

Contacts are the currency of LinkedIn. If your contacts are predominantly family, friends and old school pals, you've got some work to do. Connections breed connections. Your first level contacts open up a route to a wide range of second and third level connections. This is how you scale your network. Strike while the iron's hot – whenever you meet anyone (online or off) always follow up quickly with a connection request while you are still fresh in their mind.

Tip 2: Discover a better way to map your prospects

One of the main things I use LinkedIn for is mapping out the decision makers within my target prospects. I deal with some very large multinational companies, so there can be numerous people involved in making and influencing a purchase. But even for smaller B2B sales, you'll often need to influence a number of individuals. Plus, with a little detective work, you can quickly build up a picture of who you should be talking to, what they're like (check out their recommendations) and what they've done before.

You can also build up a map of who reports to who and gain a clearer picture of the people you'll need to influence to make the sale. (For a start, take a look at the "Viewers of this profile also viewed..." box on their profile.)

Tip 3: Never make a cold call again

With LinkedIn, you can almost always learn enough about someone to make your call, or sales pitch (if you're further into the process), more relevant and useful to them. And it's not simply a case of digital stalking. Personally, I'm always open with the people I call about having looked at their LinkedIn profiles. I find it helps break the ice. Plus, it shows I've gone to more trouble than 90% of the other salespeople who call them every day.

I pay particular attention to changes in profile, status updates, connections we have in common and anything they've posted to a group (which can be reason enough to call them in the first place). Also, with a paid account, you can see expanded profiles of everyone on LinkedIn (not just those of your immediate contacts). This provides even more useful insights you can use to make a real-life connection.

Tip 4: Get past the gatekeeper with InMail

Ask anyone in sales – senior decision makers are a tough group to get through to. It's not surprising when you think of it: they get besieged with calls and emails every single day. So, to protect their time they screen calls, ignore most of their mail and have gatekeepers to prevent unwanted sales approaches from getting through.

While you might try everything you can think of to get through to senior execs using traditional channels, sometimes they are simply too well guarded. That's where InMail comes in.

InMail is LinkedIn's internal email system and allows you to send an email to any LinkedIn user without requiring an introduction. Basically, it ensures your email gets through to their inbox. LinkedIn claims that an InMail is 30 times more likely to get a response than a cold call (which, if anything, sounds conservative from my experience).

InMails are only available on paid accounts. The higher level the account you have, the more you get. On the entry-level business account you'll get three to five InMail 'credits' each month. This means you'll want to reserve them for when everything else fails. But the good news is that if you receive a response to an InMail within 90 days – even a "not interested" response – the credit you spent to send it gets refunded.

Tip 5: Unlock a smarter way to search

LinkedIn has a fabulous search facility. With their advanced search you can find people by title, company, location or keyword. Grab a paid account and you can add company size and seniority level too. By intelligently mixing the different filters you can get really deep and identify key individuals quickly and easily.

You can also save your search criteria and get a weekly report listing anyone new who matches the customers you're looking for. So, for example, I could save a search for IT Security Managers in the pharmaceutical industry within 50 miles. Then, each week, I'll get an email with anyone new who matches my search (and who deserves a closer look). This is a powerful feature that you can use every day.

Tip 6: Learn what's happening in your prospect companies – follow them

As any salesperson will know, change creates opportunity. People join, people leave, companies make important announcements – any change can present a good reason to get in touch and offer to help.

LinkedIn makes discovering these changes easy. You can follow any company that has a LinkedIn page. That way you'll see anything that changes directly in your updates. It's an easy way to stay up to date and spot new opportunities.

Tip 7: Use groups for more than simply keeping up to date

Like most people on LinkedIn I use groups to learn more about the industries I focus on, but they can also be a great source of new sales prospects. Member questions are great for telling you about frustrations and unmet needs. They can also give you the perfect reason for contacting a prospect.

But groups are incredibly useful in three other ways:

1. They can give you further insights into what's happening within a prospect company – how active they are, whether they're hiring etc.

2. They allow you to see more of an individual prospect's details – in particular their full name. This is usually restricted to first level contacts (which reinforces the importance of tip 1).

3. Group membership gives you both the reason and capability to make more connections (it's one of the criteria you can select when you send a connection request).

Tip 8: Make your profile work harder for you

While a lot of what I've said so far concerns outbound activity where you are going out to discover information and make contact, it's important not to ignore inbound too. If they're interested, your prospects will invariably look at your profile. So, it makes sense to ensure it is 100% complete and delivers a professional impression of both you and your company. Make sure you include current links to your company site, your Twitter account and Facebook page (I find that a significant number of people who check out my LinkedIn profile go on to follow me on Twitter).

You should also get some high-quality recommendations – especially from existing happy customers (quality is better than quantity). This will give visitors a better idea of what you're like as a person. After all, even in B2B, people still buy from people.

Finally, always add a photo. It makes you more tangibly real and creates a good impression. Make sure it's a good quality shot (nothing wacky or from a recent party) and remember to smile!

Tip 9: The 'look and look back' trick

It always amazes me how few people know that you can see who's looked at your profile. Unless visitors have set their profiles to anonymous, you can click on the "Who's viewed your profile?" link and see a list of them. The free account limits how many you can see while paid accounts give you the whole list. Of course, once you know this, it can become quite a compulsive activity. This can work for you in two ways:

1. The fact that someone looked at your profile is a good excuse to reach out with a connection request
2. If you look at other people's profiles, a certain proportion will always look back (see 1 above)

Even when you get visitors described as "Procurement Professional from the Pharmaceutical Industry" you can still click on them. LinkedIn will then give you a list which will include the actual visitor. It then takes just minutes to quickly visit each profile to show you've looked back.

Tip 10: Integrate LinkedIn with Sales Cloud

You could use Salesforce Sales Cloud to track and manage my sales pipeline. Then you can easily integrate my LinkedIn contacts with my Sales Cloud records and tag where they came from. It means you can quickly see their work experience and education as well as our shared connections. You can also add in their photo (which I find really useful).

What are you waiting for?

While LinkedIn will not make the sale for you, by using it intelligently you can gain a tangible advantage over your competitors. It gives you a crucial edge that can translate into improved sales performance and more prospecting results.

Sales prospecting campaigns

What business type or industry to you know?

What skills do you have in this business?

What contacts do you have?

How can you best use your existing knowledge, expertise and contacts?

Prospecting cheat sheet

Complete this for one service or product offering

1.	What is it? Describe this product or service in a sentence
2.	Why should someone be interested? The single most important benefit or compelling reason to buy (technical or product based)
3.	What makes it better to other similar solutions – three things
4.	Who are the best prospects for this product?
5.	What are the applications or other existing products that make someone an ideal prospect?
6.	What problems does it solve, or improvements does it offer?

7.	Best reasons to buy – commercial or business reasons as well as technical. Will save the customer time or money?
8.	Most common objections or concerns expressed by a prospect in the early stages?
9.	How can you best answer or overcome the above points?
10.	What does someone need to know about this vendor that builds credibility?

How to win friends and influence people, Dale Carnegie

Part 1: Fundamental Techniques in Handling People:

- Principle 1: Don't criticize, condemn or complain.
- Principle 2: Give honest and sincere appreciation.
- Principle 3: Arouse in the other person an eager want.

Part 2: Six Ways to Make People Like You

- Principle 1: Become genuinely interested in other people.
- Principle 2: Smile.
- Principle 3: Remember that a person's name is to that person the sweetest and most important sound in any language.
- Principle 4: Be a good listener. Encourage others to talk about themselves.
- Principle 5: Talk in terms of the other person's interest.
- Principle 6: Make the other person feel important - and do it sincerely.

Part 3: How to Win People to Your Way of Thinking

- Principle 1: The only way to get the best of an argument is to avoid it.
- Principle 2: Show respect for the other person's opinions. Never say, "you're wrong."
- Principle 3: If you are wrong, admit it quickly and emphatically.
- Principle 4: Begin in a friendly way.
- Principle 5: Get the other person saying "yes, yes" immediately.
- Principle 6: Let the other person do a great deal of talking.
- Principle 7: Let the other person feel that the idea is his or hers.
- Principle 8: Try honestly to see things from the other person's point of view.
- Principle 9: Be sympathetic with the other person's ideas and desires.
- Principle 10: Appeal to the noble motives.
- Principle 11: Dramatize your ideas.
- Principle 12: Throw down a **challenge.**

Part 4: Be a leader: How to Change People Without Giving Offense or Arousing Resentment

- Principle 1: Begin with praise and honest appreciation.
- Principle 2: Call attention to people's mistakes indirectly.
- Principle 3: Talk about your own mistakes before criticizing the other person.
- Principle 4: Ask questions instead of giving direct orders.
- Principle 5: Let the other person save face.
- Principle 6: Praise the slightest improvement and praise every improvement. Be "hearty in your approbation and lavish in your praise."
- Principle 7: Give the other person a fine reputation to live up to.
- Principle 8: Use encouragement. Make the fault seem easy to correct.
- Principle 9: Make the other person happy about doing the thing you suggest.