



GOLD CALLING
FOR
SCAREDY CATS

with Wayne Mansfield



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proudly presented by





About Your Presenter: **Wayne Mansfield**

Wayne has been involved in sales since 1978.

Wayne's skill as a sales trainer and seminar presenter sees him give over **100 seminars a year**, speaking to audiences from 10 through to 1,000. In the last 3 years over 5,000 people have attended the companion seminar **37 Secrets of Winning that Sale**. In the last 2 years the most popular public sales seminar in Australia has been **Cold Calling for Scaredy Cats**.

Audiences in Australia, the U.K. and New Zealand have warmed to the unique style employed by Wayne when he shares his insights into what makes selling easy and enjoyable.

A veteran achiever in sales, including a 15 year straight run, Wayne was recognised as one of Australia's leading salespeople in the **Insurance Industry** where he set sales records for individual sales. As one of the country's **first Independent Master Insurance Agents** Wayne lead sales teams that out performed nearly all but the large insurance companies.

A prolific writer, Wayne has authored a number of best selling industry manuals, newsletters, audio learning programmes and DVD training packages.

Amongst the publications by **Wayne Mansfield** and **The Maverick Partnership** are:

- The Australia Sales Script Book
- The Business of Blogging... the complete A to Z of blogging for business
- PowerSelling... 37 Secrets of Closing the Sale - CD and DVD
- Cold Calling for Scaredy Cats a 6 cd set for achievement in the "scary" area of Selling
- Cold Calling for Scaredy Cats DVD training program
- The Maverick Spirit e-newsletter
- WebMarketing... beyond the basics manual
- eMailMagic... absolutely everything you need to know manual
- The Confessions of a Boy From Margaret River website <http://www.waynemansfield.com>

For information, assistance and feedback from this session, you can contact Wayne in Perth, Western Australia on (+618) 9221 0922 or e-mail him at **wayne.mansfield@gmail.com**

Alternatively, for Customised Company Training or Seminar presentations you should contact Judith at **Business Seminars NZ** for more details on **0800 GEEWIZ** or **www.geewiz.co.uk**

Cornerstone for Success

Any Sales Techniques you may learn from **Cold Calling for Scaredy Cats** will be of little benefit, in fact they will be detrimental unless **ALL** of these 4 conditions apply:

1. You work for an ethical company
2. Your product or service is fairly priced
3. Your product or service does what you say it will do
4. Your customer is better off for having your product than not having it.

If these conditions apply, **you have an obligation** to help your customer buy your product, sooner than later, and preferably from you!

Cold Calling: the Golden Opportunity Most Sales Reps Dread

Cold Calls... Most everyone hates 'em. Most everybody makes 'em.
Why not make the most of 'em?
Have fun at 'em. Make a game out of 'em. Play to win.
Every **no** gets you closer to **yes!**

Jeffrey Gitomer The Sales Bible

■ How Do You Feel About Cold Calling?

An old sales cliché says *that the hardest door for a salesperson to open is the car door!*

■ What Cold Calling Will Do for You

Sales professionals who make a six-figure income will tell you that cold call training provided the basis for their sales success. Cold calling proficiency will make you RICH!

■ The Critical Role Prospecting Plays in Achieving Sales Success

Be exceptionally well prepared:

- Know your best targets (preplan)
- Have a purpose (the big picture)
- Know your objective (get an appointment, get a name)
- Have a memorised script (lines, power lines, Power Questions)
- Have perfect materials and tools (ad specialities are GOOD on cold calls)

■ Have you Googled them...

Use 21st Century Technology to find out about the person who you are dealing with, before you call. You could even print off some information about your prospect before you called on them - *now wouldn't impress someone??*

■ Surefire Techniques for Eliminating “Cold Call Jitters”

"I hate cold calls" is a self-induced mental state that is holding you back. Here is a formula to help you EXCEL at cold calling:

- Identify your weaknesses and fears about cold calling. List them in detail.
- Create an action plan for weaknesses so that you can overcome and eliminate them one by one.
- Work on ONE every 30 days
- Challenge yourself to succeed every day.
- Quit complaining... no one buys from a complainer!

■ Avoiding the Most Common Mistakes That Doom Cold Calls

- Don't apologise for any, don't make excuses
- Don't pay any attention to reluctance or fear issues
- Not everyone you call is a sale. Be prepared for rejection
- By focusing on victory, not celebrating effort

■ Step-by-Step Cold Call Approach

- Deliver your opener
- Ask Power (thought-provoking) Questions to create meaningful dialogue
- Make Power (benefit) Statements to establish credibility
- Qualify the prospect as to need, desire, decision-making capability, and money
- Gather information
- Get what you came for - make the next step in your sales cycle
- Have the right attitude

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There are just two things that set SUPER SALES ACHIEVERS apart from the Good and Average achievers... where a Super Sales Achiever earns 10 times what a Good Sales Achiever earns.

1. Super Sales Achievers sell using anecdotes... personal stories that build a bridge between themselves, the client and their product or service. The stories humanise you and your solution for your customer.
2. Super Sales Achievers always say the thing, in the same way, when they approach people to buy their product and service from them... they have developed their own scripts that they use to build the sale... EVERY TIME!

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New Zealand is one of the world's most multicultural nation! We accept as gospel American sales techniques yet they have the following ethnic and cultural make up:

1. 17% of Americans are of Afro American descent
2. 17% of Americans are of Latino descent further
3. 51% of all Americans claim to go to church once a week.

Blindly use American sales techniques at your own risk.

■ Script Checklist Examples of opening lines:

Weak - **DOOR CLOSING** - openers include

- Could I have a few minutes of your time?
- I was wondering if maybe you would be interested in ...
- Is the boss in?
- I have an idea that can save you money

Strong- **DOOR OPENING** - openers include

- I need your help
- I know you actually run the place, but could I speak to the person who thinks they do?
- Is the king in?
- I was just next door with _____, and she thought I might be able to help you the same way I helped her company.
- I was just next door with _____, and she recommended I stop by to see _____. Is she in?
- My name is John Brown and you don't know me from a stack of potatoes..

Using humour may be a risk... if you get a blank stare, you're dead but your odds are that you will strike out most times anyway.

The response - laugh or no laugh - will tell you exactly where you are.

Laughing is agreement - tacit approval.

■ Skill Practice Your income should exceed that of a sports star and will go on for longer so you should... *Practice, Practice, Practice*

■ Power Questions

- A question to make the prospect think
- A question to let the prospect know you understand their business
- A question that makes a prospect answer in such a way that they reveal information that leads to qualification, appointment, or sale.

■ Power Statements

- A statement that makes the prospect think
- A statement that builds your credibility with a prospect
- A statement about what you do in terms of what your prospect needs
- A statement that is memorable

■ Words and phrases to avoid. Forever!

- Frankly
- Quite frankly
- Honestly
- And I mean that
- Are you prepared to order today?
- How are you doing today?
- Can I help you with something?

■ Is there a most important part of a cold call? Yes...

Ask for the sale.

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To gain maximum advantage from the skills you learn at the **Cold Calling for Scaredy Cats** seminar, you must be able to articulate your USP:

1. U _____ S _____ P _____

but in 2005 and beyond, where we are drowning in sameness, you must also know your...

2. E _____ S _____ P _____

3. O _____ S _____ P _____

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A sale first happens in the mind of the salesperson. If you not convinced, how can you possibly convince someone else?? Wouldn't sales made by an unconvinced salesperson actually be just "**order taking?**"

Honing Your Phone Skills: Sharpening Your Most Effective Tool for Increasing Sales

■ Tips for Making a Dynamic First Impression on the Phone

You are at the mercy of your words - your delivery, sincerity, and creativity set the tone for the rest of the conversation

How do you REALLY sound... why not try recording yourself.. wouldn't that be something!

■ Some Things to Avoid - **Remember you are an interruption...**

Don't say things like: Great weather, isn't it? or How are you today??

Don't ask **dumb questions** like:

- Who are you currently using...
- Are you satisfied with your present...
- How much are you currently paying for...
- Tell me a little bit about your business...
- If I could save you money, would you...
- I would like to speak to your boss...
- and so on...

■ How to Capitalise on Those First Few Seconds:

Ask great opening lines...

Sample Openers

- Can you help me?
- I'd like to mail you a brochure about (type of product or service)
Who should I address that to?
- I'd like to mail some information to the person who decides about
(type of product or service). Who would that be?

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It's The Same The World Over

Extract from **Guerrilla Marketing in the 21 st Century** by Jay Conrad Levinson.

The more people you call, the more people you will sell. Of every 20 people you call, you will only make contact with 5 on your first attempt. The others will be busy, sick, away, on the phone, or otherwise disposed.

Of every 20 people you reach, you may close a sale with only one right there on the phone.

You can see that you'll have to make about 100 calls close to one sale. That might sound a lot, but to a true-blue telephone marketing pro it means that a mere 1000 calls will result in 10 sales!

Don't call for more than 4 hours. The rejection rate is so high that it may cause death – for all I know. Rejection dampens enthusiasm, sometimes permanently.

Measure Results. Recognise that although you are pleased with the results of your telemarketing – and you will be if you continue to combine it with other guerrilla marketing methods, remember it can always be improved.

Don't Give the Game Away. When calling a potential customer, try to establish a real relationship with that person. You may never speak to them again, but you should try to create a bond between the two of you.

■ Skill Practice - Rules for Phone Cold Calling

- Smile when you talk
- Give your name and your company
- GET TO THE POINT FAST State your purpose in the first two sentences
- Make it short and Sweet
- Try to be somewhat humorous
- Offer or ask for help
- State that you have important information
- Ask for the sale... whatever your objective was when you made the call, persist until you get it.

■ Phone follow-up

- I've been thinking about what you do.
- I've got an answer to your question.
- I've got some important information that will impact your business

- Avoid this fatal mistake - "Did you get the information I sent you?"

Try saying this instead:

I'm calling about the information I sent. **It wasn't completely self-explanatory**, and I'd like an opportunity to discuss it with you personally for about 5 to 10 minutes... I will be in your area on Wednesday.. would 10.15 be OK to drop by to have a quick chat? Or would some time Thursday suit you better?

- Listening Tips That Can Warm Up a Cold Call

Make a note of the gatekeepers name so that you can use it when you make your follow-up call... "Mary, John Adams, Bold and Brassy... we chatted last week... is Bill available?"

- Market with stuff and information about prospects and customers - not about you

Prospects will NEVER read your brochure - in fact they'll probably throw it away. Send or leave them information about how they profit, produce or succeed, and they will devour EVERY WORD.

- Remember why people buy

- **I like** the person I am buying from.
- **I understand** what I am buying
- **I perceive a difference** in the person and the company that I am buying from
- **I perceive a value** in the product I am buying
- **I believe** the person I am buying from.
- **I have confidence** in the person I am buying from.
- **I trust** the person I am buying from.
- **I feel there is a fit** of my needs and their product or service
- **The price seems fair** - it is not necessarily the lowest.

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Future Tense... Positive - Learn to ask assumptive questions

Almost everyone talks in the past tense and negatively... if you learn to talk in the future tense and positively, you will increase your sales results.

Don't Say: You wouldn't like to...

Do Say: I'm calling to arrange your free trial

Don't Say: I'm calling to check if you are still coming tomorrow...

Do Say: I'm confirming tomorrow's start time is...

By assuming success, you will increase your chances of success as people want to deal with positive people who "**Help them buy...**"

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One Business Card is NEVER enough

The most powerful, yet under utilised sales aid is the humble business card.

You should have more than one card, with different details, so that you can achieve multiple goals. And you should learn how to give your card.

Get the best business card money can buy... It's your image - and it makes an impact every time you give one - either WOW, positive, mediocre or negative. Engrave it, blind emboss it, multi-colour it.

Here's the acid test: When you give out your business card, if someone doesn't look at it and say, "Nice card," get it redone.

Belly to Belly Cold Calling - The Business Card Sales Presentation

Powerful words for the back of your business card... wherever you are, whatever the occasion, when someone asks "What do you do?", you will have the answer, and 9 times out of 10, you will help someone buy your product or service.

My Company arranges the following:

1. Retirement Plans
2. Education Plans
3. Mortgage Redemption Plans
4. Business Continuation Plans

Learn to ask the right questions:

1. Why did you pick that one?
2. What are the consequences for someone like you if.....?
3. Would that concern you?
4. Why.....?
5. If I could show you a way to..... when would be a good time to.....

The Terror of Cold Calling

What can strike terror into the heart of even the most successful sales professional or entrepreneur? What can crush self confidence, destroy self esteem and leave even the most seasoned quivering with humiliation and defeat? Cold Calling!! But fear not!

Top Ten Tips for Terminating Cold Calling Terror

1. Make telephone calls.

Few things are more terrifying than the unknown. The fear you create for yourself is far worse than the reality of cold calling. Once you start making telephone calls and continue making telephone calls it gets easier. You overcome fear by doing.

2. Make a lot of telephone calls:

If you have only one prospect to pursue, that prospect becomes overwhelmingly important. If you have hundreds of leads, no one prospect can make or break you. The more calls you make, the more success you will have.

3. Prepare:

Prepare for cold calling the way you would for any major presentation. Know what you want to say, how you want to say it and how you want to represent yourself, your company, your product or service. And know the goal of your telephone call.

4. Practice:

If you are new to cold calling or uncomfortable with cold calling practice your pitch out loud. Role-play with friends or colleagues. Practice various sales scenarios. This way you will not have to worry about what you are going to say, you will be prepared and you can focus in on your prospect.

5. Start with less important leads:

It will be good practice and less stressful. Once you feel more comfortable, start working on the more important leads.

6. Stay calm:

You will for the most part be talking to people who will appreciate your call. If a prospect is rude, remember: This is not personal. They may just be having a bad day. Move on.



7. Your priorities and your prospect's priorities are different:

You want an immediate "yes," your prospect may want to finish a report, finish a conversation, start their vacation... Be very careful not to read negative or extra meaning into early conversations with your prospect or prospect's secretary. If, for example, your prospect's secretary says that your prospect is "on the phone," "in a meeting," or "out of the office," that does not translate to "My prospect knows that I am calling and is avoiding me."

8. Some things are out of your control:

If a prospect does say "no" ultimately that is out of your control - but what is within your control is continuing to prospect and continuing to make calls. It is also within your control to improve your cold calling skills, take seminars, read books or hire a coach - then fewer prospects will say "no."

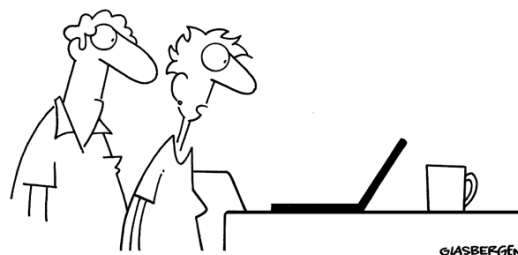
9. The object of Scaredy Cat's game is to focus on rejection.

The goal is to reach 100 points. You get 1 point for every rejection. Give yourself 1 point for every "no" answer. If your prospect says "yes," that's a bonus! Focus on acquiring points. The more calls you make, the more points you acquire. When you reach 100— You Win! Give yourself a prize!

10. Have fun:

This is not life or death - it's only a cold call. The fate of the world does not rest on you and your telephone. You will not destroy your company or ruin your life if a prospect says "no." Loosen up, be creative, have some fun

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"I'm not saying your presentation is dull,
but it does look like your computer is yawning."