Developing An Effective Prospecting Call Guideline

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

Many years ago we developed a Prospecting Roadmap which has become the foundation stone of our Sales Training program.

It invariably is ranked on our Sales Training Surveys as a 9 out of 10 as far as the “Value Ranking” of our Training Tools.

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There is no mystery in making an Effective Prospecting Call. An Effective Prospecting Call follows a logical, systematic path from the opening statement, over the bridges and through tactical call stages through the close.

In fact, the path is so "Crystal Clear" that all sales organizations should have a "Prospecting Call" Roadmap that will increase your sales team's contact ratio by at least 20%.

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Here are the "Key Features"

Never Let Your Sales Team Prospect Without A Valid Contact

**Never let your sales people call without a valid contact.
With Jigsaw and NetProspex and D&B and Reference USA
- all available at little or no cost - have a contact for each call.**

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“Hone Down” Your Opening Statements & Focus it 80/20 on “The Customer”

I'm doing some cold calling myself, conducting a test market analysis, in the media market, for a webcasting platform.

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The original call guideline the company developed was:

Hello, this is Dave Kalstrom with ______, we've just developed a low cost, easy to use, premium channel - webcasting platform especially designed for media companies, that embeds directly on your website, and allows you to schedule and run your own sponsored webcasts right from your website.

I'd like to take the time to explain how media companies make money from our new Premium Channel platform.

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Here's the actual, “Honed Down” opening statement that is getting an 80%+ acceptance to proceed over the Opening Statement Bridge and into Qualification stage:

Hello _____, this is Dave Kalstrom - I'm a process engineer with ______.

We just developed a webcast platform for media companies that allows you to schedule and run "Sponsored Webcasts” right on your website to "Increase Your On-Line Revenues."

I'm looking at your site and see you have a pretty advanced digital portfolio already, and was just wondering how webcast fit into your plans.

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The original call guideline was too much about “Us” and the “Greatness” of what “We've” developed. Probably 50% is about how great “We Are” and “What We've Done”

In the “Honed Down” opening statement that reduced resistance and increased the prospect's receptiveness by 200%+, the focus of the opening statement was about 80% Customer Focused / 20% “Me Focused”

Importance Of Pre-Call Planning

In the Original Opening Statement, we have done zero research, except to supposedly know they are a "B2B" Magazine Publisher based on the information provided by the list company.

So 30% of the time that I did make it past the original opening statement and was crossing the bridge to the Qualification Stage, with information about the Value to B2B Magazine Publishers, I was shoved off the bridge with something like, "Well, that wouldn't work for us, we're a B2C magazine."

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In the "Effective" version, I am on their website, I am aware of their knowledge of digital media, their current level of usage, and how the functionality is being used, whether or not they are using some form of webinar, and based on their current topics, what articles are currently popular with sponsors (who would ultimately pay for the service we're offering.)

"Free Pass" to the "Needs Analysis"

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Qualification - What's the Least You Need To Know?

Here are "2 Important" Keys To Effective Qualification.

What's The Least Amount Of Questions That Will Qualify or Dis-Qualify Each Prospect? Ask those FIRST!!!

It seems that's there always a list of qualification questions that is much longer than it needs to be. The goal of qualification is to determine whether the prospect is "Qualified" or "Dis-Qualified." The purpose is not to try and "Sell."

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This usually means that there are 3-5 "Key Questions" that would Qualify or Disqualify each prospect. Hone your qualification list down to these questions, so that if your call is cut short, you know with the highest probability possible if the Prospect is Qualified - based on your Ideal Customer Profile.

It's amazing to get off a y-jack and review all the information that was obtained in a prospecting call, and yet have little indication whether or not the prospect is qualified.

I have seen prospect accounts that have been in databases for years, and passed on to and from a half dozen reps, and nothing in the notes indicate whether the prospect is "Qualified."

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If You Built The "Right Bridge" All You Need To Do Is Listen!

The Bridge from the Opening Statement to the Qualification is built upon the Pre-Call Planning. If you've developed your bridge properly, you won't be burning through your limited time going through your checklist of questions, you'll be sitting back "Listening," - while the prospect answers the questions before you ask, or without them realizing you are asking.

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Let's look at a version of the "Current Bridge" I am using:

I'm looking at your website and see you have a pretty advanced digital portfolio already, with a lot of banners ads, and a significant amount of major sponsors, and was just wondering how webcasting fits into your plans.

Then I listen as they tell me .... "Their Story"

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This Same Logical - Tactical Prospecting Call - follows a standard "Prospecting Roadmap"

**So to help you - help your sales team - develop and execute a more Effective Prospecting Strategy,
I am providing you with a copy of
Outbound Excellence's - Prospecting Roadmap,
as one of this month's**

"FREE" Prospecting Tools You Can Use

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It's in an excel format, so just delete the fields I have filled in and plug in your company's Opening Statement, Bridge to Qualification, and your "3" Key Qualification Questions.

All that I require, since it is a copyright document, is to leave the Outbound Excellence Header & the copyright statement.

Another Tip - Add this tool to your sales training program.