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Secret To Our
Success

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Introduction to
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How We Improve
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12 Steps To
Profitable Sales
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Cloud Sales Management System

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[a Presentation of the](#)

Coaching / Selling Skills - Strategy

Outbound Excellence - David Kalstrom - CEO - 602-770-0012
success@outboundexcellence.com - www.outboundexcellence.com



Our Profitable
Sales Growth System

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Profitable Sales Growth Strategies

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An Effectively Designed & Implemented Selling Skills Strategy Improves:

1. Tactical Selling Skills
2. Strategic Selling Skills
3. Account Acquisition Skills
4. Account Retention Skills
5. Account Development Skills



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Listen!

**The Most Profitable Tip You Could Receive
About Increasing The “Selling Skills”
As Well As The Profitable Sales & Customer
Growth Of Your Outbound Sales Organization Is**

...

"To Listen"



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If You Were The Prospect ...
Would You Buy?

**Listen To Your Salespeople
Selling Over The Phone
To Your Target
Prospects & Customers**

And Then Ask Yourself ...



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If You Were The Prospect ...
Would You Buy?

**If You Were The Prospect
On The Other End Of The Telephone**

**Would You Trust
The Sales Representative
You Are Listening To...**



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**If You Were The Prospect ...
Would You Buy?**

**To Provide A Complex Solution
To One Of “Your” Company’s
Most Pressing Needs...**

**Based On The Questions
They Asked...
And The Information
They Conveyed**



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Listen For Rattling ...

**Listen To Whether Your Salespeople Are
Rattling Off Lists Of Features & Benefits**

**That May Not Have Any Relevance
To Your Prospect's Wants & Needs**

**Or Whether They're Asking Well Planned
& Thoughtful Questions**

To Uncover Areas of Pain & Potential Opportunities



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Listen For Value...

**Listen To Whether Your Salespeople
Are Demonstrating To Your
Prospects & Customers**

**How They Can Help Improve
Your Prospect's & Customer's
Business Operations**

**And "Enhance The Value"
Your Customers Provide
To Their Customers**



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Listen For Understanding

**Listen To Whether Your Salespeople Are Demonstrating
Whether They Understand**

Each Customer's Unique Situation

**By Matching The Specific Value Received
From Your Solutions To Each Customer's Unique Needs**

**And In The Process Increasing Your Value Proposition
With Your Target Prospects & Customers**



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People Love To Hear Stories



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Listen For Stories...

Stories Replace The Mechanical Relationship

**Most Companies Have With Their Customers Today
With An Intelligent & Thoughtful "Human Interaction"**

**So Think About Providing Your Salespeople
With Compelling "Real Life" Situations**

**Your Company Has Experienced In Helping Customers
Meet Unique & Interesting Challenges**



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Listen For Emotion ...

Emotion Sells ... Logic Justifies

Emotions Play A Critical Role In the Selling Process

**And Aligning With Customer Needs
Using Compelling Stories**

**Is One Of The Most Effective Ways To Stir
Customer Emotion!**



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Listen Not Only To Your Salespeople

Listen To Your Customers



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**Listen To Your Sales Team Calling
Your Prospects & Customers**

**And In Doing So ... You'll Be Listening To The
Thoughts, Ideas & Concerns**

**That Lead Profitable Enterprises To Develop
New & Improved Customer Solutions**

**That Meet Future Customer & Industry
Needs With Leading Edge Solutions**

At High Margin & With Minimal Risk



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**As You Listen To Your Salespeople
Listening To Your Customers**

You'll Hear The Answers To The Same Questions

**You Hear Being Asked In Marketing &
Product Development Planning Sessions**

**And You Can Hear Your Customers Answer
These Questions Every Day On The Telephone....**

If You'll Just Take The Time... & LISTEN!!!!



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Commonly Answered Questions By Target Prospects & Customers



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Customer Acquisition Questions

Why Didn't Our Marketing Program Work?

Why Didn't We Get The Return We Expected?

What Do We Try Next?

Are Our Prices Competitive?

How Do We Drive More Sales To Our Website?

Are Our Salespeople Asking For Referrals?



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Customer Retention Questions

How Do Our Customers Feel About Our Offerings?

Why Are We Losing Customers?

What Can We Do To Retain The Customers We Have?

How Do We Increase Our Value To Our Customers?



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Customer Retention Questions

What Do Customers Like About Our Competitors?

What Frustrates Customers Most About Us?

What Would Customers Like For Us To Do Better?

What New Challenges Are Our Customers Facing?



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Customer Development Questions

Are We Probing For New Customer Problems?

What New Problems Could We Profitably Solve?

Are We Aware Of Our Customer's Subsidiaries?

Are We Aware Of All Key Decision Makers?

**Are We Aware Of Our Customer's
Decision Making Processes?**



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Competitor Questions

Who Are Our Top Competitors In Each Channel?

How Do Our Solutions Compare To Our Competitors?

How Do Our Prices Compare To Our Competitors?

How Do Our Services Compare To Our Competitors?

How Does Our Customer Service Compare?



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For Obvious Reasons

Listening Is Our #1 Tip

For Improving

Your Outbound Sales Organization's

Selling Skills



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Conduct Taping & Review Sessions



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**A 2nd Profitable Idea Is To
Tape Your Sales Team**

**Then Have Your Sales Managers & Trainers
Listen To The Tapes & Evaluate Them**

**Send The Tapes Home With The Sales Representatives
So They Can Listen Themselves**

**Then Have The Sales Managers &
Representatives Get Together**

**To Share Their Feedback & To Develop and Test Ways
To Make Each Call Even Better**



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**Try Adding A Taping Process
To Your Selling Skills Strategy
& See What Happens**



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The 3rd Most Profitable Tip For Improving Your Outbound Sales Organization's Selling Skills Is “Pre-Call Planning”



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You Can Learn A Lot Of Profitable Information By Reviewing Your Salespeople's Pre-Call Planning Strategy



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You Don't Find

**Marginally Profitable Companies Executing
Exceptional Pre-Call Planning Strategies**

You Find

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Marginal Pre-Call Planning Strategies**



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Leverage Business Intelligence



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Business Intelligence Is “The Key” To An Effective Pre-Call Planning Strategy

With the Business Intelligence Available Today

**There’s No Reason An
Outbound Sales Representative Should Call A Target
Prospect or Customer Account
Without A Valid Business Reason
Targeting A Specific Customer Need**



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Questions To Use In Analyzing A Sales Organization's “Pre-Call” Planning Strategy:



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Cold Call Questions

Is This A Target Prospect Account?

What Do you Know About The Account?

Is The Profile Accurate In Our CRM Database?

Who Is Your Target Contact?

How Did You Identify The Contact?



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Cold Call Questions

What Do You Know About The Contact?

What Is Your Purpose For Calling Today?

What Information Are You Pursuing?

What Will You Do With The Information?

Do You Have This Information Documented?



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Pending Opportunity Questions

Who Are The Decision Makers Involved?

What Are Their Titles?

What Are Their Roles In This Opportunity?

Is This Opportunity Budgeted?

Was The Opportunity Put Out To Bid?

Did They Send Out An RFQ or RFP?

Who Are The Competitors?



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Pending Opportunity Questions

- What Is The Customer's Main Need?**
- What Solution Are You Proposing?**
- Why Did You Select This Solution?**
- What Are The Competitors Proposing?**
- When Is The Bid Due?**
- When Will A Decision Be Made?**
- How Will We Be Notified?**



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Active Customer Questions

What Products & Services Are They Using?

Where Are They Using Them?

What Are They Using Them For?

How Happy Are They With Our Products?

What Don't They Like About Our Products?

How Do They Feel About Our Support?

Who Are Our Competitors?



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Active Customer Questions

Why Did They Choose Us Over Them?

Is This The Parent Company?

Are There Other Affiliated Companies?

Are The Affiliated Companies In Our DB?

Are Any Of The Affiliated Accounts Active?

Has Each Affiliated Account Been Contacted?

When Did You Last Ask For A Referral?

Is Your Referral Request Documented?



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Listening & Note Taking Skills

Are Your Salespeople Listening To Your Customers?

Observe The Notes Each Sales Person Is Taking

While Your Prospects & Customers Are Talking

It's Hard To Meet A Need That's Not Effectively Defined!



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Skill & Commitment

**As You Observe Your Salespeople
Ask Yourself**

**Are Your Salespeople
Skilled & Committed Enough**

**To Connect With Your
Target Prospects & Customers
Long Enough..**



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**To Earn The Right
For Your Prospects & Customers
To Open Up & Discuss The Challenges**

**They Are Facing
In Increasing Their Sales
& Reducing Their Costs**

**And How Your Company's Solutions
Could Help Them
In These Problem Areas**



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How To Develop & Maintain Improved Selling Skills



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Summary

1) Focus On Key Areas Of Customer Interest

**That You Can Provide Which
Your Competitors Can't or Won't Deliver**

**2) Use Testimonials, Case Studies & Referrals
To Demonstrate How Effective Your Company Is
At Solving The Problem For Which You Are
Proposing A Solution**



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**3) Focus Solely On Benefits That Are Targeted
To Meet The Immediate Customer Needs
For Which You Are Proposing Your Solution**

**4) Produce A Sense Of Urgency For The Prospect To
Buy Now To Maximize Their ROI**

**5) When The Prospect Is In Agreement
Of The Many Ways Your Solution Will Benefit Them**



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Ask For The Sale!



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After viewing the **Coaching / Selling Skills Strategy** Section of our **Cloud Sales Management System**.
If you have any questions or would like to discuss how our New! Sales Management System can Increase your Sales Performance
Please give us a call....

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