

Professional Prospecting



No Smoke and Mirrors **Approach to Serve Customers**

Our agenda today

- Why Prospect
- Mindset Reframe
- Pre Call Planning
- Target your Ideal Customer
- Prospecting Skills Best Practices
- Omnichannel or Multichannel
- Messaging that Resonates

Why do we need to prospect for new business?

Why do we need to prospect for new business?

Meet sales plan

Open new markets

Place new products

Make up for lost accounts

New revenue to offset new costs

Increase shareholder value

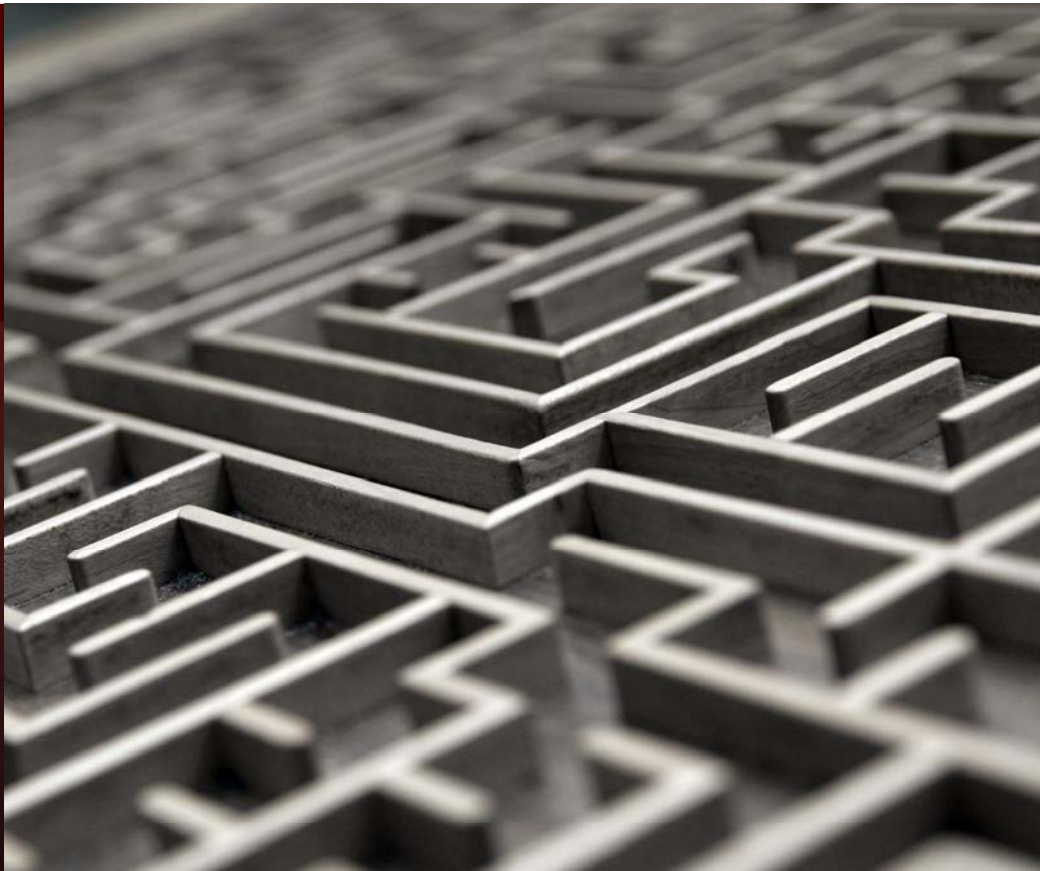
Increase market share

Increase purchase power raw materials



Why is Prospecting
Difficult?

Why is
prospecting
difficult?
(Particularly
today)



What I commonly hear...

Hard to reach people

No budget

Virtual sales is harder than face to face

My customers' businesses are down

More people involved in the buying decision

Opportunities pushed out into the future

My customers and I are getting "Zoomed out"

Prospecting is difficult virtually

Supply chain

Pandemic and Post Pandemic Challenges?

- Buyers working remote
- Buyers shopping digitally
- Ability to meet constraint
- Difficult to build relationships virtually
- Difficult to identify unresolved problems remotely
- Salespeople working remote
- Salespeople not trained to prospect
- Salespeople do not have prospecting technology
- Outdated contact lists/ Poor lists



What % of salespeople can effectively sell and create VIRTUAL RELATIONSHIPS? (without training and coaching)

Virtual Sales
Data For
You...

- **70%-80% of B2B Decision Makers Prefer Digital and Virtual Human Interactions**
- **70% of B2B Decision Makers Say They Are Open to New Remote Purchases Up To \$50 K**

• *Mckinsey

New Virtual Sales Data For You...

- **77% Of B2B Decision Makers Prefer Video (Zoom, Teams) To A Phone Call With New Suppliers**
- **89% Of B2B Decision Makers Said Likelihood of Virtual Human Interactions Will Continue**

• *Mckinsey



Mindset!

Many B2B Sellers need to adjust their Mindsets to be effective in today's sales environment.



Mindset!

50% of buyers said their buying is the same or increased!

- *Salesforce

Mindset!

45% of buyers have experienced supply chain service interruptions in the last 6 months

- *Harvard

What is the data telling us?

- Some buyers have reduced purchases but 50% have not
- Buyers have adjusted to virtual sales model
- Over 80% of buyers believe virtual human to human interactions here to stay
- Sales teams are adjusting to more of a virtual sales model
- 45% of buyers are actively seeking new service providers
- Buyers want speed, transparency and what do they want and need today?...

You!... as a Trusted Advisor



Your expertise



Market knowledge
& Insights



Product application
experience



Business acumen

OTB Sales Solutions LLC



Questions
to ask prior
to contact

Does this company meet your ICP (Ideal Customer Profile)?

What is this person's role?

Is this the decision maker, or can lead you to the decision maker?

What do you know to be important to this buyer persona?

Questions to ask prior to contact

What do we know about the business of
this person's business?

What challenges are others like them
seeing?

How do these challenges impact the
bottom line?

What will you need to be prepared for the
call?

What is Best Way to contact?

Phone Call

Send Email

Zoom

Text

Social Channel

Direct Mail

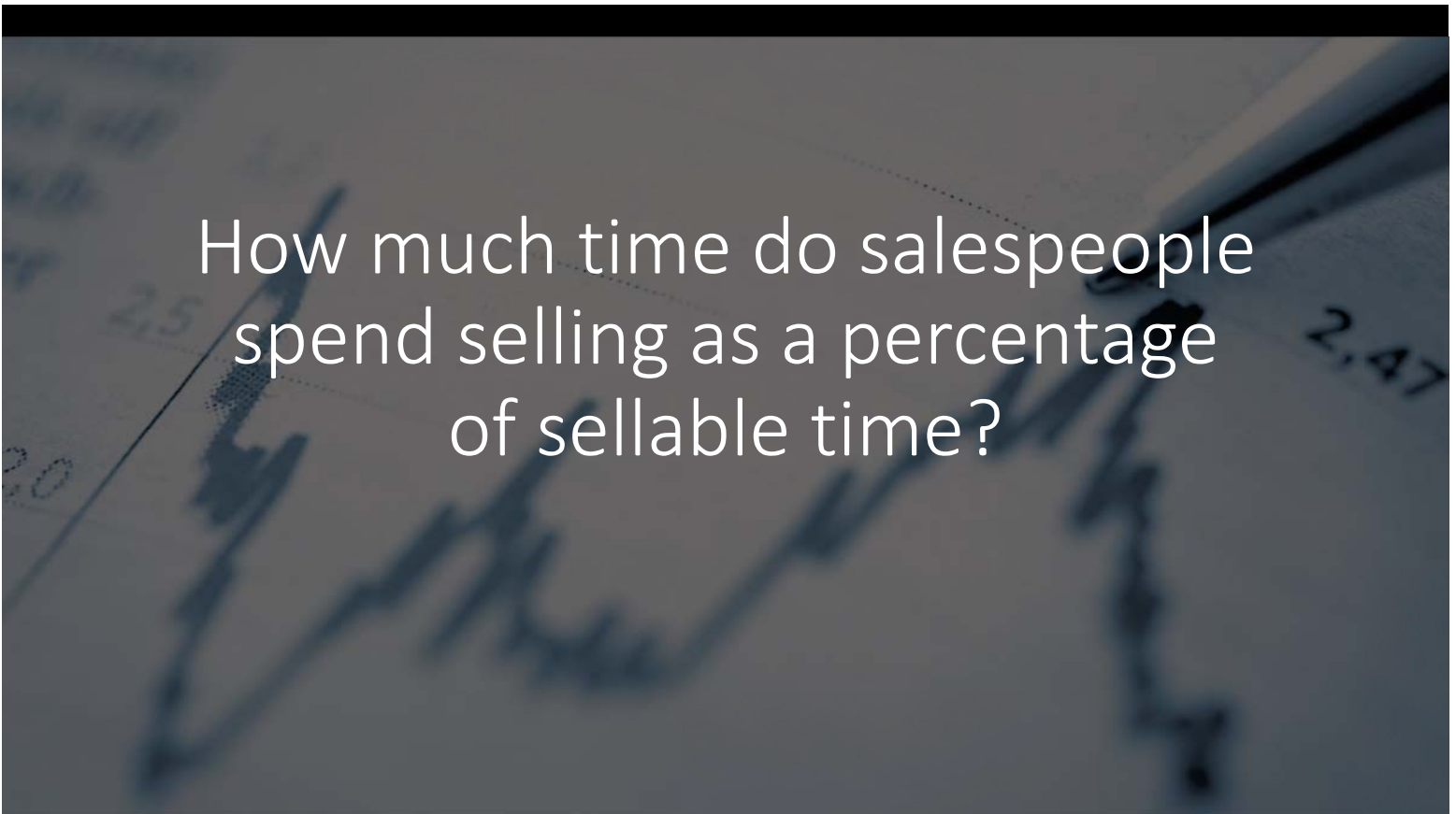
Face-to-face



Have an
objective, to
help serve
the customer
(worthy
intent)



How much time do salespeople
spend selling as a percentage
of sellable time?

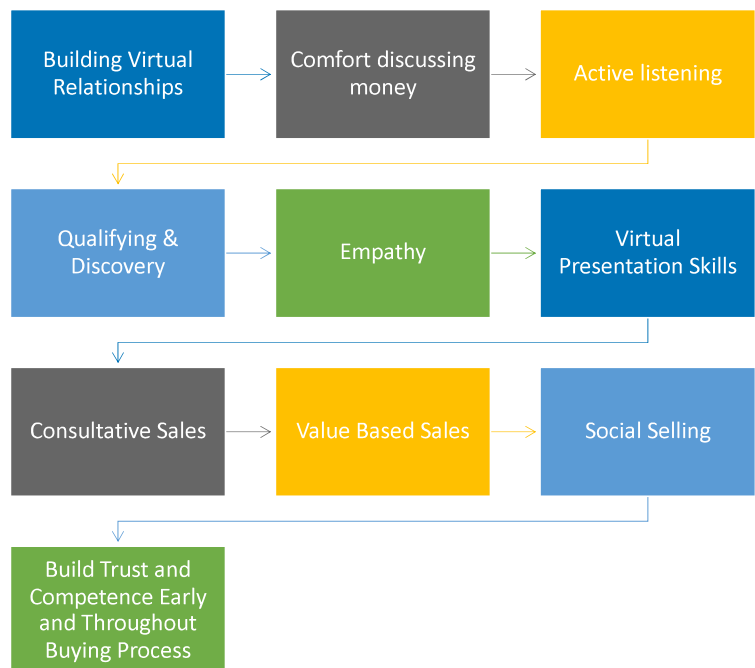


Question for
you....

**Where do most salespeople spend
most of their time?**

- A. Get information
- B. Give Information
- C. Building Relationship
- D. Gaining Commitment
- E. B&C
- F. B&D
- G. None of the above

What skills do
we need for
Prospecting?





Formal Sales Process Steps

- Ideal Customer Profile
- Build Rapport
- Discovery
- Qualify
- Collaboratively design solutions
- Quote based on value/ business case
- Negotiate terms
- Close
- Confirm Value
- Ask for next opportunity



Where do Most
Salespeople Skip
Step(s)?

Where do Most Salespeople Skip Step(s)?

- Ideal Customer Profile
- Build Rapport
- Discovery & Qualify
- Close



Prospecting...Understand
Buyer Psychology



Ambush Conversation

- **Not planned**
- **Interruption**
- **“Stranger Danger”**
- **Power**

Prospecting Calls ... Give
Buyer Power In Ambush
Conversations

Prospecting

1. Have clear objective
2. Call at the best time
3. Call best day
4. Call when your energy is high
5. Have strong questions
6. Compelling call to action
7. Multichannel or Omnichannel
8. Deal with Gatekeeper
9. Professional voicemail
10. Phone best practices

Prospecting Best Practices

1. Only call Ideal Customers
2. Updated target list by persona
3. Buyer-centric cadence
4. Customer name/
Company name
5. Follow up quickly
6. Use phone
7. Market knowledge
8. Customer value drivers
9. Value message by buyer persona
10. Call blocks of time



Omnichannel



PHONE



DIRECT MAIL



SOCIAL
SELLING



TEXT



ZOOM



EMAIL



VOICEMAIL



TRADE GROUPS

Omnichannel Vs Multichannel?

**COMMON
MESSAGE**

**COMMON
VALUE**

**COMMON
FEELING**

Prospecting Omnichannel Cadence

Referral
Phone call
Email
Social
Phone call
Text
Social (share business
case)
Video Email
Phone call

Direct mail
Industry group
Referral
Social
Phone call
Email w Success
Share relevant article or
study
Webinar
Phone call

First Meeting



Rapport Questions



Competency Questions



Trust Questions

Value message

“ We help _____ (*Person role*) ,
_____ (*increase, decrease,
eliminate*) _____ (*Value Driver*) “

Value message

“ We help CEO’s (*Person role*) ,
Increase sales and Profits by more
than 20% (*increase, decrease,
eliminate*) and gain greater market
share (*Value Driver*) “

Value Message Top Personas

C- Suite

Buyer

Engineer

Operations

Quality

Target Known-Urgent-Pervasive Industry Problems in the “*language of business*”

Cash Flow

EBIT

Revenue

Reduce Costs

Improve Efficiency

Reduce /
Eliminate
Downtime

Increase ROI

Scrap

Lifetime Value

Labor

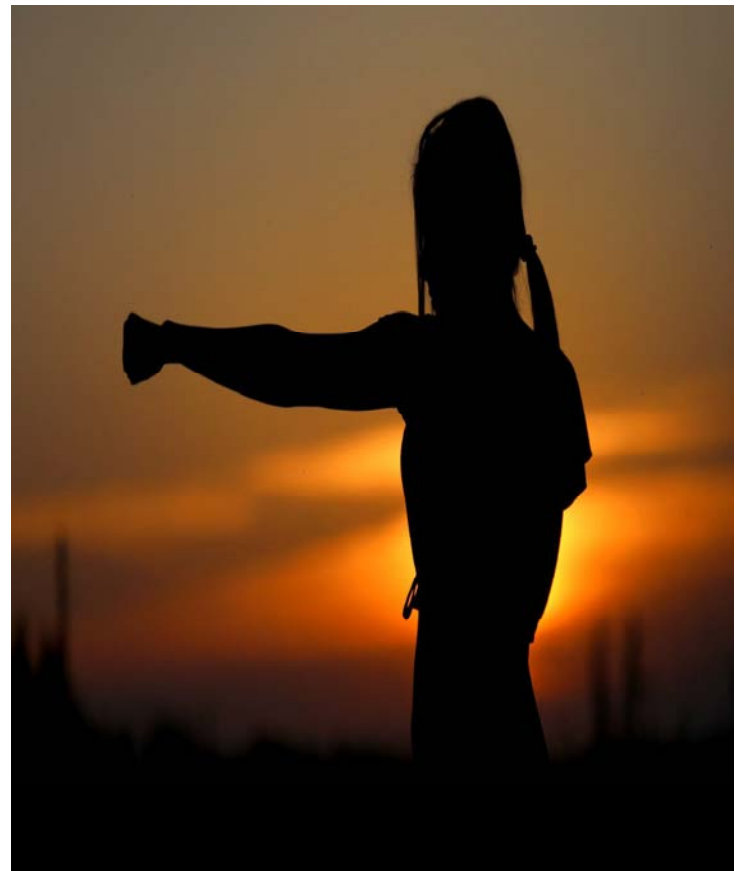
Supply Chain



Connect the
dots..

What you sell and how it impacts buyers bottom-line

Prospecting and Discipline



Measure what matters...



OUTBOUND
CALLS



CONVERSATIONS



MEETINGS
BOOKED



MEETINGS
COMPLETED



QUOTES /
PROPOSALS

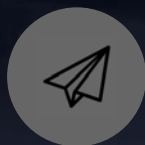


QUOTED
CLOSED

Application



INVITE ME TO CONNECT ON
LINKEDIN



SEND ME AN EMAIL SHARING
YOUR TOP THREE IDEAL
CUSTOMER MARKETS TODAY
AND WHY THEY ARE IDEAL
(COPY YOUR MANAGER)



SEND YOUR TOP THREE
CUSTOMERS INFORMATION
ABOUT A PRODUCT THEY
SHOULD BE BUYING FROM YOU
BUT ARE NOT TODAY (IDEALLY
A SUCCESS STORY AND OR
BUSINESS CASE)

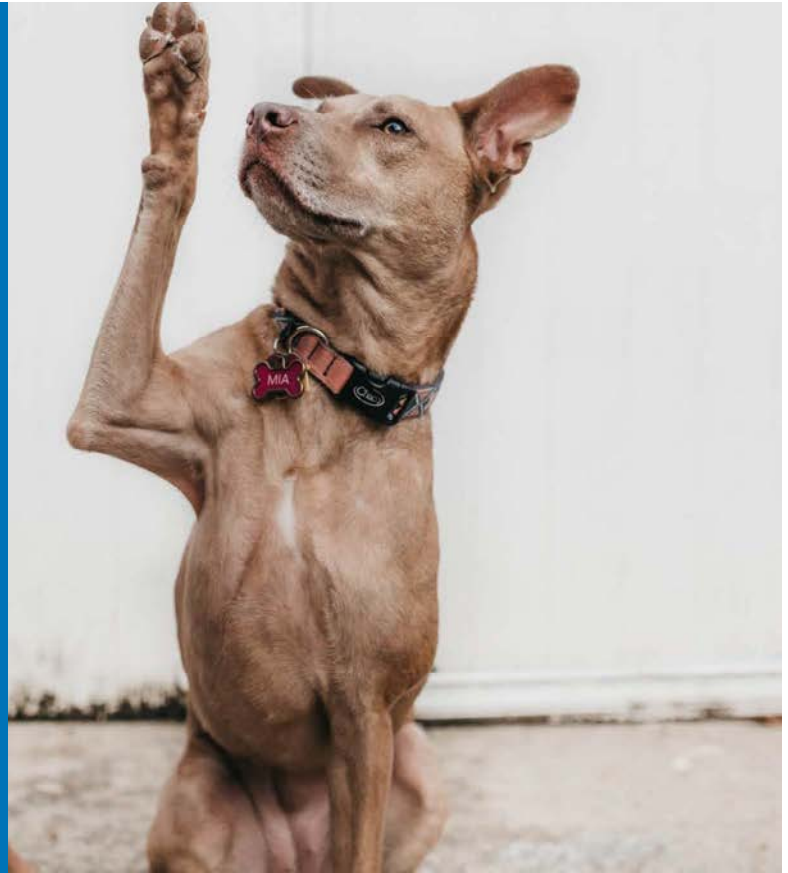


CALL YOUR TOP 10
CUSTOMERS AND FOCUS ON
BUILDING RELATIONSHIP.
SPEND TIME ASKING AND
LISTENING TO CHALLENGES
THEY FACE TODAY, UNCOVER
THEIR GPS



CONTACT ONE NEW
CUSTOMER, IN THE SAME
BUSINESS AS YOUR IDEAL
CUSTOMERS AND ASK FOR A
SHORT INTRO CALL. PLEASE
REACH OUT TO THEM BY
FRIDAY.

Questions ?



Mark Roberts

Mark Roberts is a senior level sales and marketing leader with over 35 years' experience driving profitable sales growth in market leading organizations.

He has done so at companies like Timken, VMI, Gardner Denver, Mobility Works, and Frito-Lay. Mark is an author, public speaker, sales trainer, and sales coach.

In 2018, he received the Business Excellence award from NSME and in 2019, The Highspot Sales Enablement Award. He was also recognized by Sales Hacker Inc. in the Sales Enablement Category.

Mark is the founder of OTB Solutions, LLC and the popular business development blog, www.nosmokeandmirrors.com, ranked #1 in **fixing sales problems**. Today, he is the founder and president of OTB Sales where he helps clients diagnose and improve sales effectiveness and hire and develop their sales talent to improve sales results.

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