

# Leveraging Technology

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TLI Faculty Members



## To Increase Commissions



*"Inspiring Dreams, Realizing Potential"*



## OBJECTIVES



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## Main Objectives

- Close more sales
- Build better relationships
- Maintain good communication
- Lift the veil on available technology



ARE YOU  
TECHNO  
SAVVY?



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## The Tech Savvy Salesperson

- How serious are you about increased sales?
- How willing are you to embrace technology?
- Do you believe in top-notch customer service?
- Is customer follow-up important to you?



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*Lighting the Way*

ARE YOU  
TECHNO  
SAVVY?



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## The Tech Savvy Salesperson

- What tools are available?
- What tools do you have, but don't use?
- Get on board or get left behind...
- Software Options & Advancements



RISE ABOVE  
AND LEAD THE  
WAY



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**How serious are you about increased sales?**

**Bad Economy-- make yourself stand out in the crowd of other advertising options**

**Be the sales leader in your market with some simple basic practices**

**Cash in... while others are running scared.**



## THE BASICS



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## The Basics

**Laptop: remote access importance- immediate follow up, thank you or proposal.**

**Phone systems: message forwarding, remote access, voicemail message/importance**

**Cell phone use: safety, speakerphone, blue tooth, & new smart phones.**



PROVIDE  
IMMEDIATE  
FOLLOW UP



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## Top Notch Customer Service

- Immediate follow—up post needs assessment
- Use of pre-made template- sent from smart phone or laptop
- Always complement with personal and or mail



BRAVE NEW  
WORLD



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## Is Follow Up Important?

Imagine...

Leaving the customer's office and within 10 minutes emailing them a thank you letter and proposal highlighting ideas you discussed including photos and key points to overcome objections they just brought up.

**This is new century superior salesmanship!**

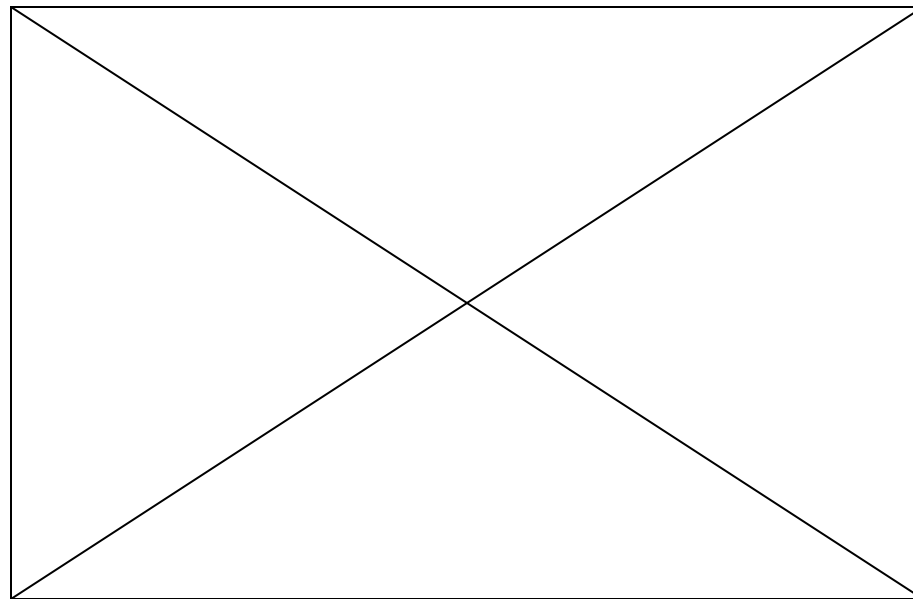




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A word of caution...



Read the manual!

Danger!  
Danger!



SO MANY  
OPTIONS



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## Available Technology

- Smart Phones
- Laptops
- Netbooks
- Air Cards



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SO MANY  
OPTIONS

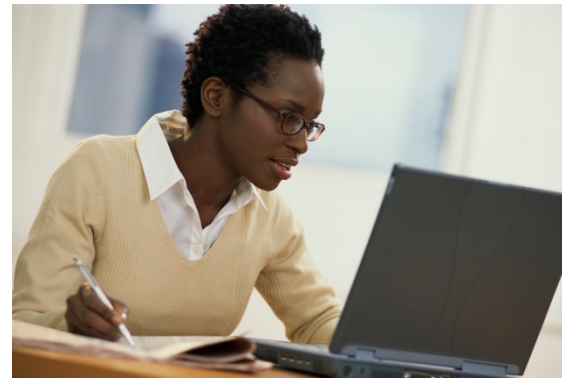


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## Available Technology, cont' d...

- Email
- Text
- Portable Printers
- Use of Word, Excel & Power Point– all done from a wireless device!



FIND THEM  
FASTER



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## Prospecting Shortcuts

- Use social media and web directories to research and even contact a hard to find prospect
- Popular sites: Facebook, MySpace, LinkedIn, Merchant Circle

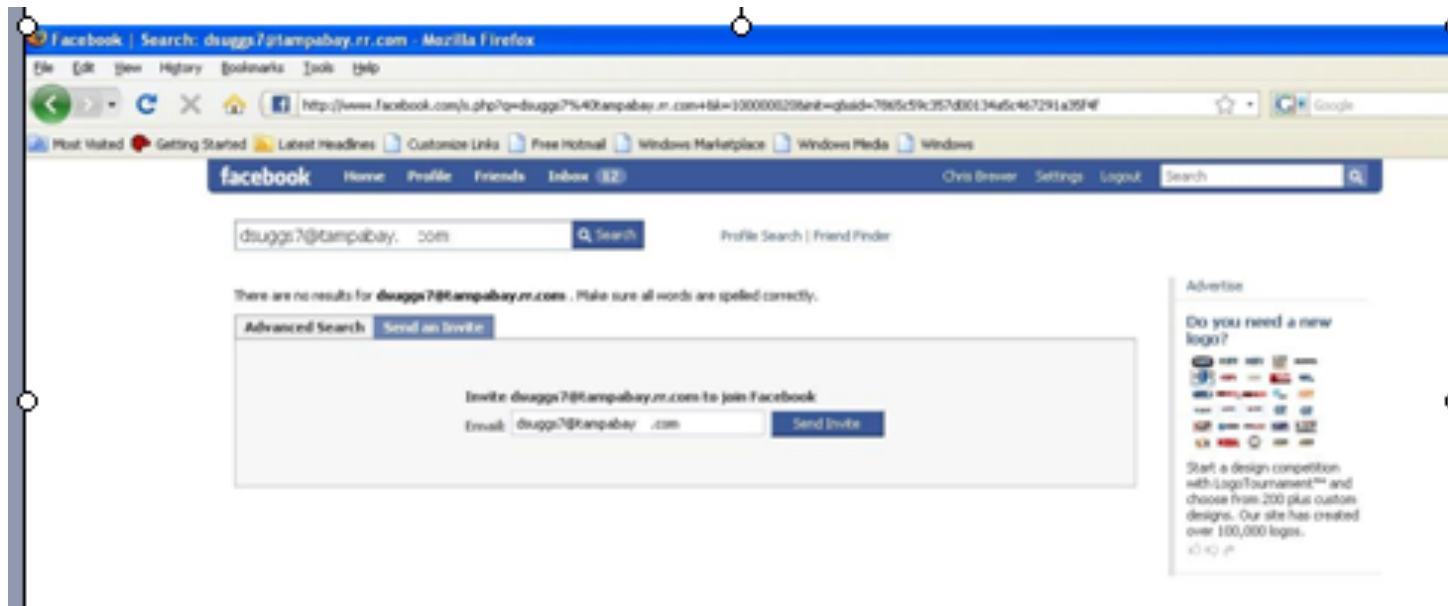


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## Prospecting Shortcuts

- The target: Dan S. (Electrical Contractor)

Find Dan S.



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## Prospecting Shortcuts

Find Monica H.

- The target: Monica H. (FN Insurance)

**Monica H**  
Agency Manager at Insurance, Inc.  
Tampa/St. Petersburg, Florida Area

[Contact Monica H](#)  
[Add Monica Hilton to your network](#)

**Current** • Agency Manager at Insurance, Inc.

**Connections** 1 connection

**Industry** Insurance

**Monica H**  
Agency Manager  
Insurance, Inc.  
(Insurance industry)  
Currently holds this position

**Experience**

**Monica H.**  
Interested In:

- job inquiries
- business deals
- getting back in touch

**Contact Settings**

- expertise requests
- reference requests

[View Full Profile](#)

**View Monica H** full profile:

- See who you and Monica H know in common
- Get introduced to Monica H
- Contact Monica H directly

[View Full Profile](#)

**Name Search**  
Search for people you know from over 35 million professionals already on LinkedIn.  
 First Name  Last Name  
(example: **Monica** ) [Search](#)

**Monica's Email Address**  
Look Up Monica's Email Address Phone Number, Address & More!  
[EmailFinder.com](#)



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## Prospecting Shortcuts

- The target: Dominick I. (Plasma Business)

Find  
Dominick I.



facebook Home Profile Friends Inbox 13 Chris Brewer Settings Logout

**Dominick I** Add as Friend

Wall Info Photos Boxes

**Basic Information**

|                      |  |
|----------------------|--|
| Networks:            | Springfield, MO                                      |
| Sex:                 | Male   |
| Birthday:            | April 3, 1981  |
| Hometown:            | Kansas City, MO                                      |
| Relationship Status: | Engaged  |
| Interested In:       | Women  |
| Looking For:         | Friendship<br>Dating<br>A Relationship<br>Networking |
| Political Views:     | Other  |
| Religious Views:     | Christian  |

**Personal Information**

Activities: painting, drawing, photoshop .. art galleries and just going out on the dance floor throwing caution to the wind.

Interests: I love music and promoting artist at this record company that I work for part-time its so cool to hear music before it becomes mainstream! Also, I love marketing and sales ..

Favorite Music: Anything except a ho-ho-my old dog killed himself country. Like HOUSE Music . dance, hip hop, rock and INDIE ROCK IS MY NEW FAV!!!!!!!!!!!!!! SHINY TOY GUNS.....

Favorite TV Shows: House, CSI, and THE SOPRANOS

Favorite Movies: Anything fun ... jim carry, super troopers if it can make you laugh I love it. . or something on the opposite spectrum like SAW 1, 2 etc.. scary movies are good also.

About Me: I am well ... if you want to know more about me then just ask. I love to meet new people and try different things. Myself is someone who is not objective to anyone one else thinking and find myself going out there to seek others thoughts and new ideas.

I love going to places I have never been and comedy is huge for me !

**Education and Work**

|              |               |
|--------------|---------------|
| College:     | UMKC          |
| High School: | pepin         |
| Employer:    | Oak Park High |
|              | Pimpin Plasma |

ummm. blood.... taste smooth going down but I spit out the plasma

**Information**

Birthday: April 3, 1981

**Friends** 149 friends See All

Vincent Paul Bill

Julie Riley Courtney Ashley

So many tools,  
so little time



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## Tools

- So many tools at your disposal
- No budget? Create a Sales Goal!
- Technology gets cheaper and cheaper





So many tools,  
so little time



## Leveraging Technology

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**You have them & Don't use them...**

- Call forwarding– Office Phone Remote Access

- Mobile Text & Email Options



- Auto Email– Microsoft Outlook, Mactive



So many tools,  
so little time



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You have them & Don't use them...

- Voice / eMessage importance— change with new special section calendar
- Don't miss calls— Cell phone rings up and on vibrate
- Cool, FREE Voicemail Tools



Get on board!



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### Get on board or get left behind...

- Home Phones– Millions are dropping home phones
- Cell Phones– Millions are using Cell Phones for multiple uses (personal & business.) We need to get their numbers, text access & permission.
- Still riding a horse?
- The Decision Maker in each sales opportunity must be treated with their technology needs firsthand.



Show me the  
money!



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## More Commission for You!

- As we work to tie this technology into your everyday sales routine, you'll stay ahead of the technology curve...

And put more **\$\$\$** in your pocket!



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Show me the  
money!



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### More Commission for You!

- Reading online, magazines, trade magazines, future reports helps ground us and makes us the credible Marketing Executives we are.



Show me the  
money!



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## More Commission for You!

- Implementation— Use everything we have and can afford... then work to upgrade.



# WOW with Exceptional Customer Service

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## Questions & Discussion

Thank You!

On behalf of The Leadership Institute, I would like to thank you for attending this training and wish you the best of luck with all of your future endeavors.

