

# Non-Traditional Sales Openings

Presented by  
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*"Inspiring Dreams, Realizing Potential"*

# Non traditional Sales Openings

Welcome!

WELCOME

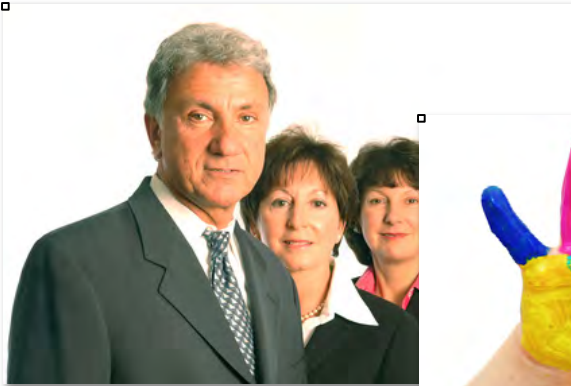
As a free paper sales professional, the challenge of cracking the entry code is something we are encountering more and more every day. For the next hour, we are going to explore innovative and creative ways to gain access to decision makers and position ourselves to close sales.

***Leave your comfort zone now –  
new heights require  
new techniques!***



# Our objective today...

Professional  
Creative  
Aggressive



Take core professionalism...  
with a healthy dose of creativity...  
and a dash of guerilla street tactics  
**= innovative sales approaches!**



Reality stinks  
sometimes!



## Reality of Today's Market

- 75% of all business calls are not completed on the first attempt.
- 60% of all incoming calls are less important than the work they interrupt.
- 90% of all written phone messages contain incomplete information.
- 70% of executive time is spent in meetings, on another call or out of the office.
- 76% of all business communication is not time sensitive; about 20% is.

Source: AT&T

# Reality of Today's Market

Fewer staff members means less time for you to make an impact



- In-person new business premise calls are becoming an increasing challenge



The Leadership Institute

*Lighting the Way*

## Reality of Today's Market

Where do you  
leave off?

- 2% of sales are made on the first contact
- 3% of sales are made on the second contact
- 5% of sales are made on the third contact
- 10% of sales are made on the fourth contact
- 80% of sales are made on the fifth to twelfth contact

Here's another interesting number:

- - *44% of sales representatives quit after 1 "No".*

Source: Ej4.com



# Reality of Today's Market

It's still tough...it  
still can work



In June 2010, the Direct Marketing Association released its "2010 Response Rate Trend Report...

*"cold calling customers yielded the highest response rate. The 6.16% response rate for cold calling is higher than response rates for other direct response vehicles, such as direct mail, email, paid search and Internet displays.*

Source: Houston Chronicle; chron.com



# Reality of Today's Market

## Recognize that...

- Prospects are busier than ever.
- Prospects want you to solve their problem not yours.
- Prospects will try to make your product a commodity.
- Prospects will want to know the price before you are ready to give it.
- You must establish value or it's all about price.
- Relationships have changed.

Things continue  
to change



# Reality of Succeeding in Today's Market

You can  
overcome



- The secret of selling is never in the selling (or “in selling”)
- To sell successfully you must be in front of a qualified prospect.
- You must position yourself correctly.
- Today there is less margin for error.
- Prospects must believe you have something important to offer.
- Being trusted is more important than being liked.
- Being innovative will set you apart from the crowd

# Step #1

Be the consummate sales professional...

What does it take  
to be a true sales  
professional?



# This is what your customers want...

What buyers say



## Top 5 Attributes Most Important?



Answer		%
Knows my company/line of business	<div></div>	64.3%
Knows my customers	<div></div>	59.0%
Delivers what he/she promises	<div></div>	48.7%
Knows his/her product	<div></div>	47.2%
Knows marketing/advertising concepts	<div></div>	44.0%
Cares about me and my business	<div></div>	40.2%
Professional (in conduct and appearance)	<div></div>	36.1%
Responsive	<div></div>	31.3%
Creative	<div></div>	30.5%
Experienced	<div></div>	27.0%
Respectful of me and of my time	<div></div>	16.2%
Likeable	<div></div>	7.1%

V  
A  
L  
U  
E

Source: Ad-ology 2012 Small Business Marketing Forecast



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# Behaviors of the evolving salesperson

## Sales success today requires you to:

- Always be prospecting
- Always reach decision makers
- Always validate who you are and the company & products you represent
- Always show the value that makes you unique and not a commodity

You have to  
change



# Basic, but better selling

## Build a better opening statement...

- You have 3 to 5 seconds to engage
- You must gain immediate interest with these three keys...you must:
  1. Be brief
  2. Be able to be understood by a fifth grader
  3. Be conversationally memorized

Next level up



# Basic, but better selling

## Construct an opening statement...

1. Introduce and gain control
2. Present your Direct Value Statement
3. Close on your next step
  - An appointment
  - A continued conversation
  - A lead etc.

Next level up



The phone is still  
the most effective  
tool



## Tips when dialing for dollars

- If your goal is to get the phone call returned, don't leave information that would allow the person to make up their mind.
- Add a call-to-action to your message by providing a key date or something of interest that will encourage the person to return the call.
- Repeat your phone number twice. If the person can't quickly write your number down, you've given them a perfect reason to not call back. Mention the person's first name at least twice in the message, too, but don't use their last name
- Never state in the message that you will plan to call them back. Again, this only gives the person an excuse to ignore your message.

## Tips when dialing for dollars

The phone is still  
the most effective  
tool



- Messages left on a Friday afternoon are the least likely to be returned. For most people,
- Monday mornings are very busy and, as a result, only high-priority activities will get their immediate attention.
- Do not leave voicemail messages at odd hours of the night.
- The best hours to leave voicemail messages are from 6:45 AM to 8:00 AM and from 4:30 PM to 6:30 PM. Aggressive people are usually working during these time periods, and the person receiving your message could potentially view you as someone like themselves.

## Tips when dialing for dollars

The phone is still  
the most effective  
tool



- Voicemail messages are an excellent way to introduce yourself to a person. Be personable, yet professional, and link your message to something of interest to the person you are calling.
- If you can't say it briefly, don't say it at all. Voicemail is not "story time". The optimal voicemail message is between 8 and 14 seconds.
- When leaving your phone number, do not leave your website address as well. This will give the person an opportunity to make a decision about you without calling you back.
- Leave a "PS" at the end of your message. A "PS" is a very quick, additional piece of information that will connect with the person.

# What is in a DVS?

Let's hear what you have to say...with value!

Don't be shy



# The #1 Selling Tool You Control

Your attitude will make the difference!

What do you:  
Look like?  
Sound like?  
Feel like?



# The #1 Selling Tool You Control

Expect to win!

What do you:  
Look like?  
Sound like?  
Feel like?



## Step #2

### Stand apart with your creativity

Shake your brain



# Your DVS is Your Calling Card

## Build your own brand

Don't be  
forgettable



Tom Cuskey  
*Market Engagement*  
Your Local Free Paper  
tcuskey@yourlocalfreepaper.com  
315-987-6543

Tom Cuskey  
*Action speaks louder than words*  
tcuskey@yourlocalfreepaper.com  
315-987-6543

# Do All You Can To Be Different

*Don't put a cap on your results*



*Hat's off to success!*



Take a little risk



# Do All You Can To Be Different

*Results bloom year  
round with Tom*



*Your plan deserves  
its own style*



24-7 Styles



# Do All You Can To Be Different

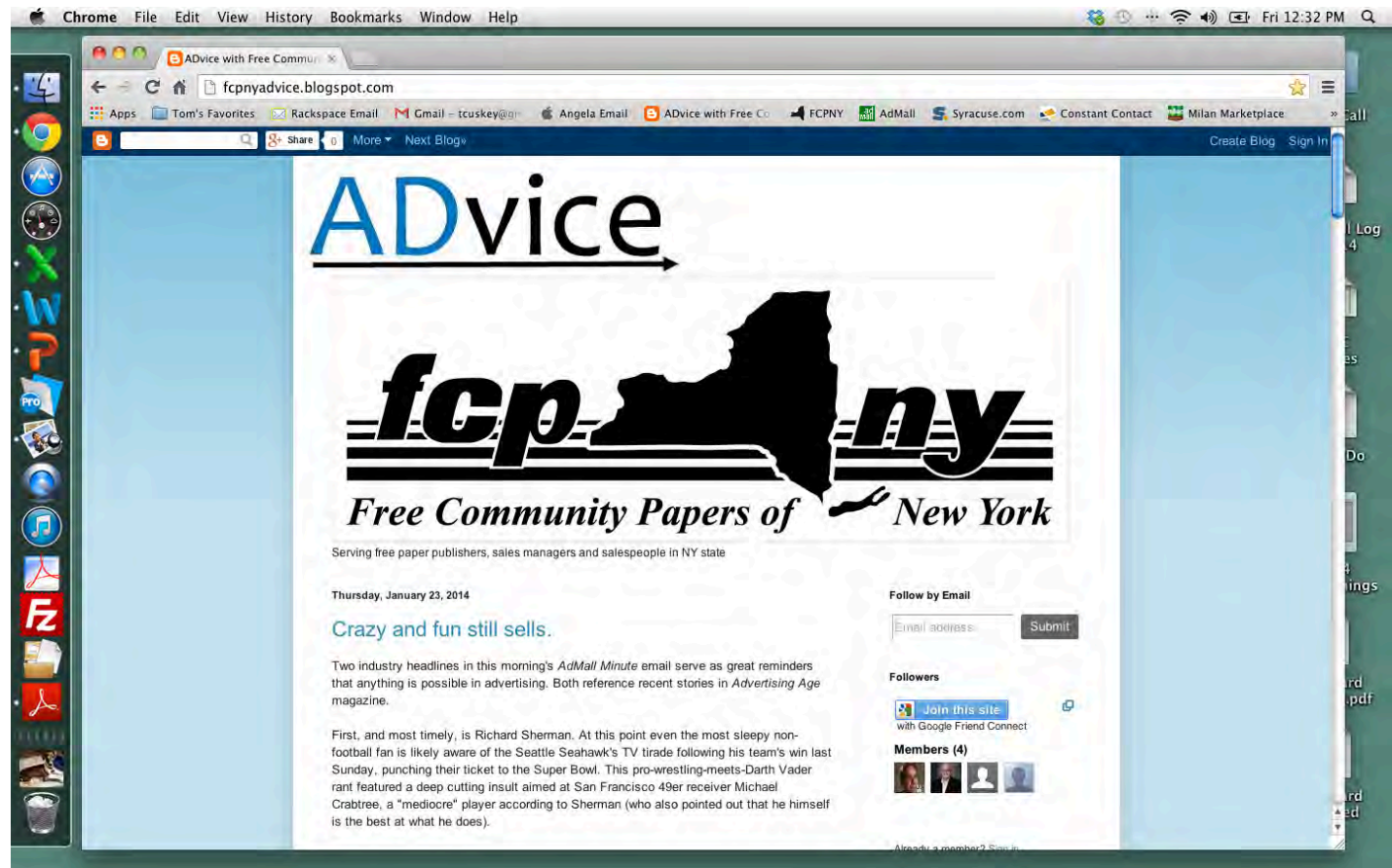
*Delivering sweet  
results in the  
Syracuse market*

Always be  
tasteful!



# Position your brand as an expert

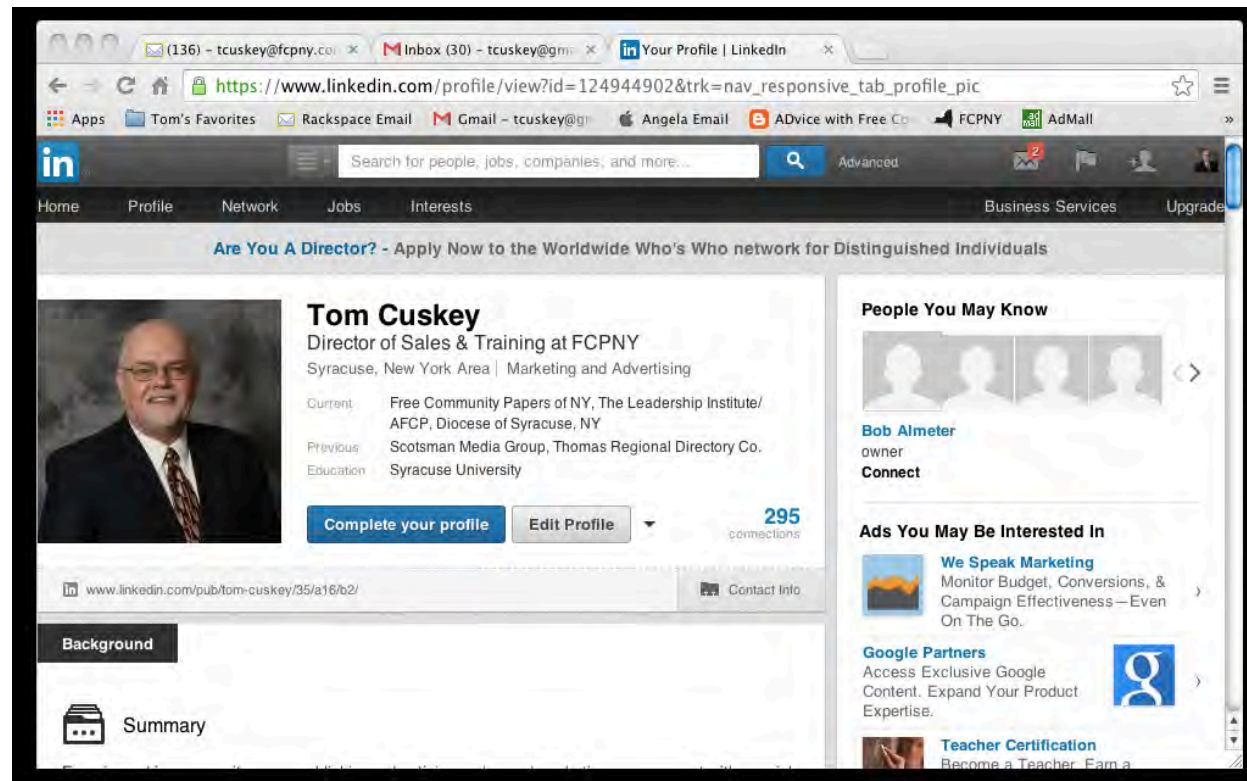
Blogger



# Position your brand as an expert

Be thorough with your information

LinkedIn



# Timing is everything!

It's not 8 to 5



*Be prepared to  
work off hours to  
gain better access  
to difficult  
prospects*



PAWPALSDOGDAYCARE.COM

# Position your brand as an expert

Most small businesses are Facebook savvy

Facebook



## Step #3



Getting aggressive in your approach



Takin' it up a notch!



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# Choose your words carefully

*“It’s not personal...it’s strictly business”*

When engaging  
**NEW** prospects:

- Small talk is for losers
- Big ideas are for winners
- It’s “Thank you”, not “please”
- Does your elevator speech go to the top floor?



Stick to the  
subject



# Email can work for you

Be brief  
Be sincere  
Be direct



Subject: Want Better Results with your Advertising?

Good Morning/Afternoon,  
Out of respect for your time, I will get right to the point. Trib Total Media and Pittsburgh, Pennsylvania are different from most media companies and metropolitan areas.

WE ARE *GROWING OUR AUDIENCE* *IN PRINT AND DIGITAL!* So whether you are targeting specific areas around major trading areas or you want to reach the large market we can help you and your client grow your revenue in Pennsylvania!!

Our experienced team of Account Sales Executives is the BEST in the Business! Their timely follow-up, knowledge of our market and products are second to none and they are committed to helping you get your desired ROI out of your investment!

Would you have 10 minutes to discuss later today so we can move forward and develop a proposal to increase your sales?

Thank you for your time.

Bill



# Email can work for you

Be briefer  
Be sincere  
Be direct



TO: Sheely's

Subject: Give Levin's Furniture and La-Z-Boy some competition...

Did you know Levin's Furniture and Lazy P advertise in the Tribune Review and target the high income community? 15237, 15143 zip codes in the North Hills area of Pittsburgh.

I will be heading to Greensburg on... and North Lima is on the way. I don't know if what you are looking for, but I do know that we have some of the top furniture and bedding companies advertise in our products.

My phone number is...

– Gloria

# Email can work for you

TO: Pittsburgh Musical Theater

Subject: Literally put your ad in the hands of your target audience

Hi Colleen,

Over the weekend, I did some research on the Pittsburgh Musical Theater and with the understanding that they will perform; I have a few ideas in mind. I know selling tickets can be difficult, so I thought of something different such as a split ad campaign. The details on the bottom half and the top half could be a contest for kids. Would you like more details on how I can do this for you?

– Christine

Be even briefer  
Be sincere  
Be direct

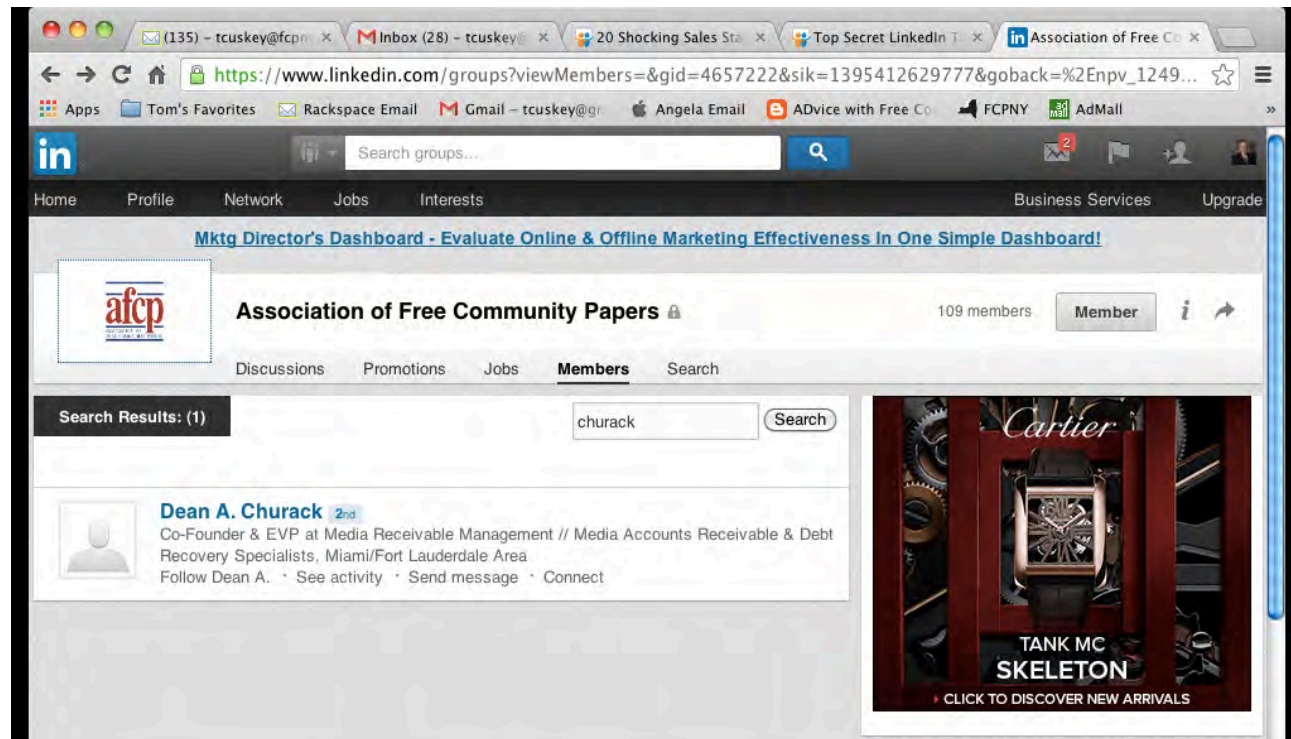


**EVEN  
BETTER**

# Find ways to break through

*For example did you know...*

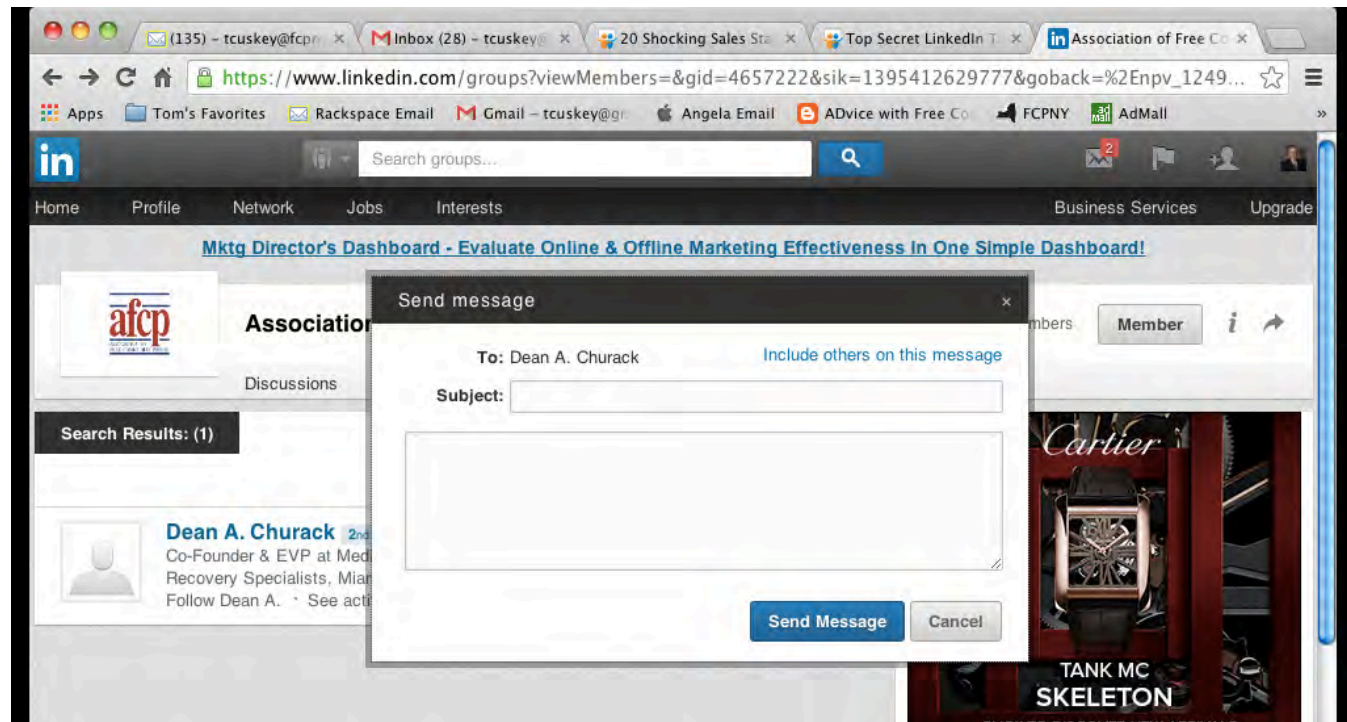
Use Google to  
find little tricks



# Find ways to break through

## *Email 2<sup>nd</sup> and 3<sup>rd</sup> Tier prospects*

Use Google to  
find little tricks



# Find ways to break through

## *Stuff it...*

Use Google to  
find little tricks



A screenshot of a web browser displaying a Slideshare presentation. The browser's address bar shows the URL 'www.slideshare.net/JakeAtwood1/secret-linkedintactics'. The presentation slide is titled 'SECRET TACTIC #2 Use "Keyword Stuffing" To Get Found'. The text on the slide reads: 'If you want prospects to find you when they search for a specific keyword, then "stuff" the keyword 5+ times in your profile to improve your odds of showing up in the search results.' The slide is decorated with a 'SECRET' stamp and a paperclip. The right sidebar of the Slideshare interface lists several other presentations with their view counts, including 'The Ultimate Guide To Selling With Email' (1722 views), '20 Shocking Sales Stats That Will Change How You Sell' (31451 views), 'Protecting confidential files using SE-Linux' (226 views), 'Cold Emailing Templates For Prospecting' (4097 views), 'Topsec technology portfolio' (589 views), and '20090319 communication-in-the-digital-age-linkedin-090315033636-phpapp02 (1)'.

# Use technology

Be smart with  
your phone

Be a professional business  
“stalker”...

(video 1)



# Position yourself as an expert

Make your  
knowledge  
available

Create content and  
establish YouTube links  
that prospects can  
access, especially by  
invitation from you!

Video 2



# Get someone else to say you're the best

Ask for video testimonials



## Video 3

## Are you open to change? To share?

Where is your comfort level moving into new approaches?

What are you currently doing that is new, different...pushing the envelope?

What other “guerilla tactics” are you aware of/familiar with?

If you don't  
experiment you'll  
never improve  
your formula



Three steps to  
change



## In review

1. Always be professional
2. Always be creative
3. Always be aggressive

*How you blend these three components will depend on where you are in the contact process and how willing you are to risk your comfort for additional success!*

# Non traditional Sales Openings

## Questions & Discussion

*"It's weird not to be weird."*

— John Lennon

*"Nobody can be exactly like me...  
Sometimes even I have trouble doing it."*

— Tallulah Bankhead

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



SUMMARY