

Leveraging Technology

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To Increase Commissions



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Lighting the Way

"Inspiring Dreams, Realizing Potential"



Leveraging Technology

Main Objectives

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

OBJECTIVES



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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?



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

ARE YOU
TECHNO
SAVVY?



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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.



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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.

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Top Notch Customer Service

PROVIDE
IMMEDIATE
FOLLOW UP

- Immediate follow—up post needs assessment
- Use of pre-made template- sent from smart phone or laptop



- Always complement with personal and or mail



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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!

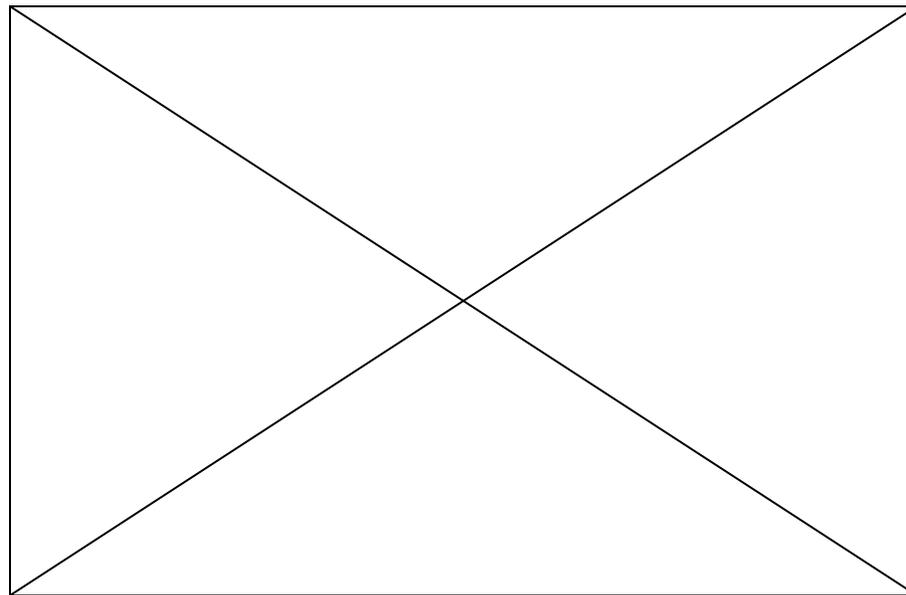


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A word of caution...



Read the manual!

Danger!
Danger!



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Available Technology

- Smart Phones
- Laptops
- Netbooks
- Air Cards



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Available Technology, cont' d...

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



SO MANY
OPTIONS



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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

FIND THEM
FASTER



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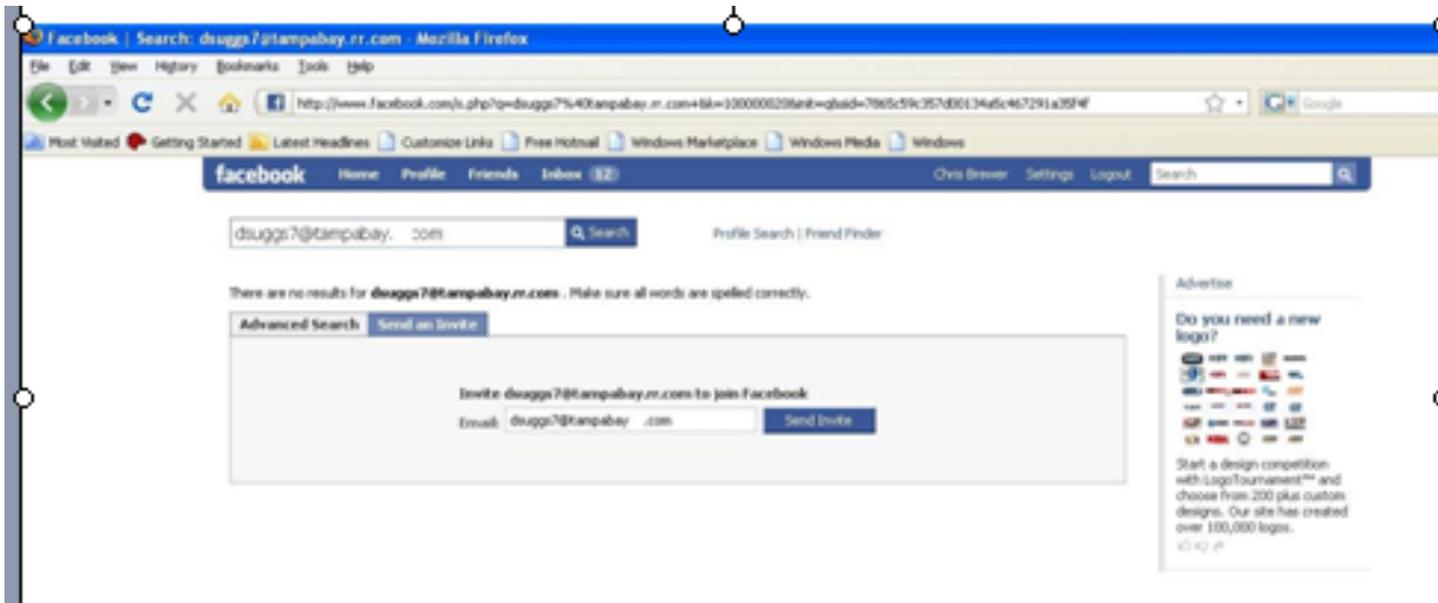
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Prospecting Shortcuts

- The target: Dan S. (Electrical Contractor)

Find Dan S.



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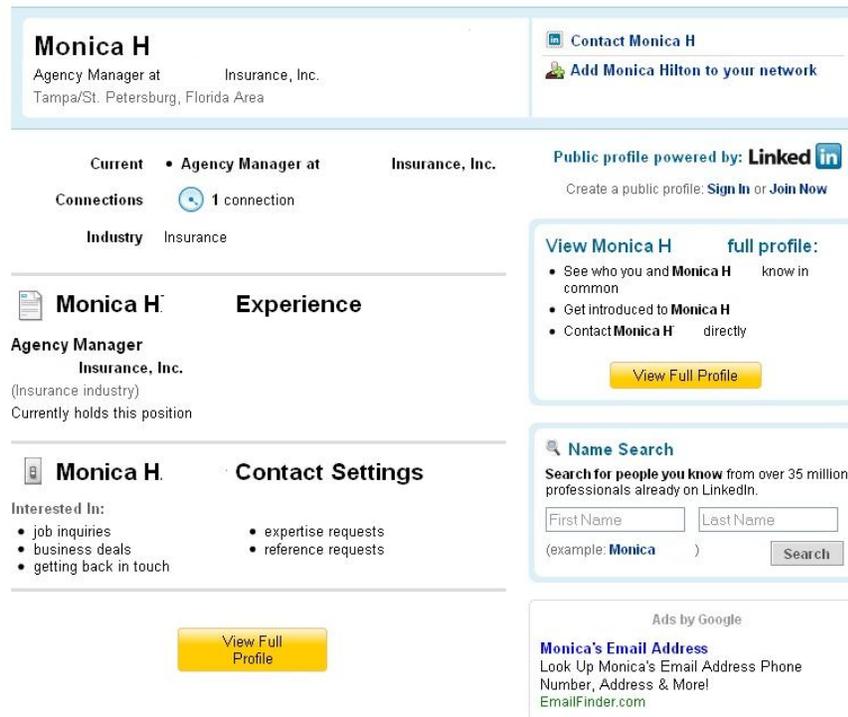
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Prospecting Shortcuts

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](#)

Public profile powered by: **LinkedIn**
Create a public profile: [Sign In](#) or [Join Now](#)

Current • Agency Manager at Insurance, Inc.
Connections 1 connection
Industry Insurance

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

Monica H Contact Settings
Interested In:
• job inquiries • expertise requests
• business deals • reference requests
• getting back in touch

[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](#)

Ads by Google
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.



The screenshot shows a Facebook profile for Dominick I. The profile includes a cover photo, a profile picture, and various sections of information. The 'Basic Information' section lists his location as Springfield, MO, sex as Male, birthday as April 3, 1981, hometown as Kansas City, MO, and relationship status as Engaged. The 'Personal Information' section lists his activities, interests, favorite music, TV shows, and movies. The 'Education and Work' section lists his college as UMKC, high school as Oak Park High, and employer as Pinpin Plasma.

Basic Information	
Networks:	Springfield, MO
Sex:	Male
Birthday:	April 3, 1981
Hometown:	Kansas City, MO
Relationship Status:	Engaged
Interested In:	Women
Looking For:	Friendship Dating A Relationship 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-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 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 pimping
High School:	Oak Park High
Employer:	Pinpin Plasma

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So many tools,
so little time



Tools

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



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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...

So many tools,
so little time

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



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Get on board or get left behind...

Get on board!

- 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.



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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!



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.

Show me the
money!



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WOW with Exceptional Customer Service

Questions & Discussion

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.

Thank You!



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