

Non-Traditional Sales Openings

Presented by
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"Inspiring Dreams, Realizing Potential"

Non traditional Sales Openings

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!



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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



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Reality of Today's Market

- 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

Where do you
leave off?



Reality of Today's Market

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



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



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

- 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

You can
overcome



Step #1

Be the consummate sales professional...



What does it take
to be a true sales
professional?



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This is what your customers want...

Top 5 Attributes Most Important?



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

V
A
L
U
E

What buyers say



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



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.

The phone is still
the most effective
tool



Tips when dialing for dollars

- 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.

The phone is still
the most effective
tool



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



A screenshot of a web browser displaying a Blogger website. The browser's address bar shows 'fcpnyadvice.blogspot.com'. The website has a blue header with the word 'ADvice' in a large, blue, sans-serif font. Below the header is a large graphic featuring the letters 'fcp' and 'ny' in a bold, italicized font, with a black silhouette of the state of New York in between them. Underneath the graphic, it reads 'Free Community Papers of New York'. The main content area has a light blue background and contains a post dated 'Thursday, January 23, 2014' with the title 'Crazy and fun still sells.' The post text discusses advertising headlines and mentions Richard Sherman. On the right side of the page, there is a 'Follow by Email' section with an input field and a 'Submit' button, and a 'Followers' section with a 'Join this site' button and a list of four member avatars.

Position your brand as an expert

Be thorough with your information

LinkedIn



A screenshot of a LinkedIn profile for Tom Cuskey. The profile is for a Director of Sales & Training at FCPNY, located in the Syracuse, New York Area. His current role is at Free Community Papers of NY, The Leadership Institute/AFCP, Diocese of Syracuse, NY. He previously worked at Scotsman Media Group, Thomas Regional Directory Co. He is a graduate of Syracuse University. The profile shows 295 connections and includes buttons for 'Complete your profile' and 'Edit Profile'. The right sidebar features 'People You May Know' (Bob Almeter, owner), 'Ads You May Be Interested In' (We Speak Marketing, Google Partners, Teacher Certification), and a 'Background' section with a 'Summary' icon. The browser address bar shows the URL: https://www.linkedin.com/profile/view?id=124944902&trk=nav_responsive_tab_profile_pic.



Timing is everything!

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

It's not 8 to 5



PAWPALSDOGDAYCARE.COM



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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

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 largest audience 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



Be brief
Be sincere
Be direct



Email can work for you

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 P...

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

My phone number is...

– Gloria

Be briefer
Be sincere
Be direct



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 upcoming season, I know 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 with 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

**EVEN
BETTER**

Be even briefer
Be sincere
Be direct



Find ways to break through

For example did you know...

Use Google to find little tricks

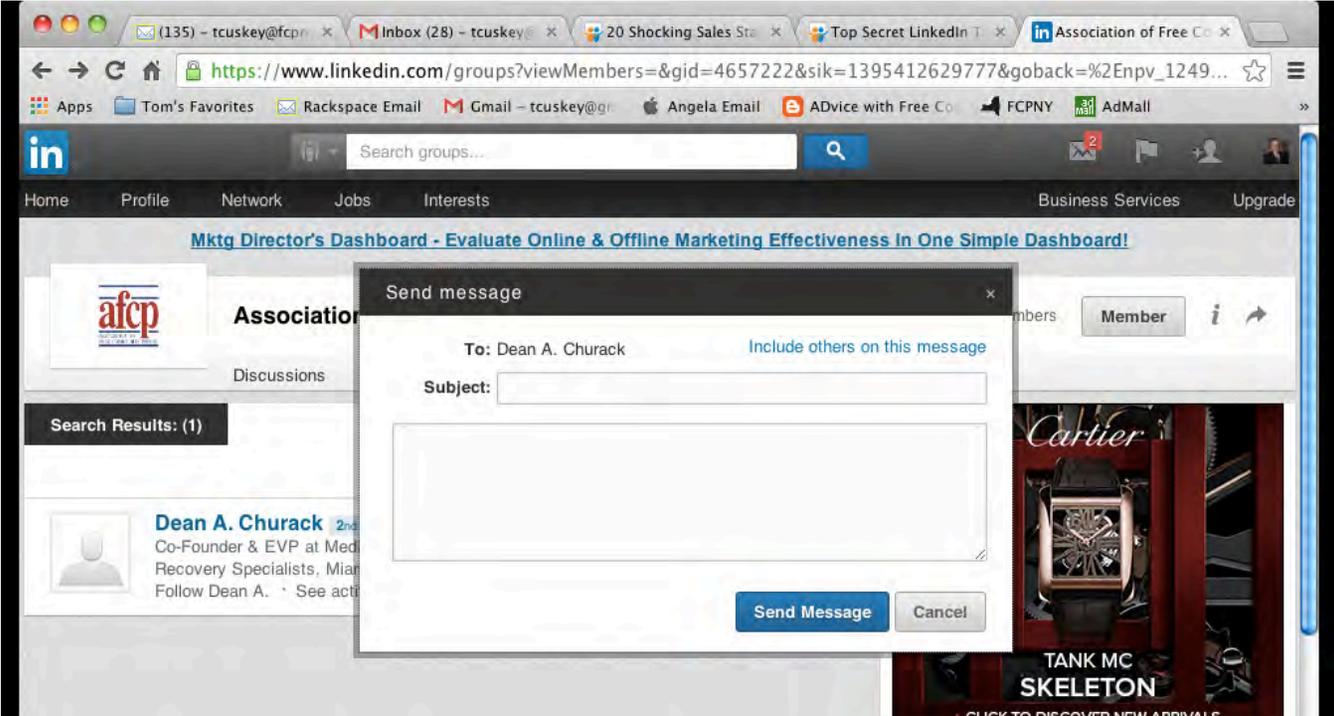


A screenshot of a web browser displaying a LinkedIn group page. The browser's address bar shows the URL: https://www.linkedin.com/groups?viewMembers=&gid=4657222&sik=1395412629777&goback=%2Enpv_1249... The page title is "Association of Free Community Papers" with 109 members. Below the title, there are tabs for "Discussions", "Promotions", "Jobs", "Members", and "Search". The "Members" tab is selected, and a search bar contains the text "churack". The search results show one entry for "Dean A. Churack", who is a Co-Founder & EVP at Media Receivable Management. To the right of the search results is a large advertisement for a Cartier Tank MC Skeleton watch, featuring a close-up of the watch face and the text "TANK MC SKELETON" and "CLICK TO DISCOVER NEW ARRIVALS".

Find ways to break through

Email 2nd and 3rd 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 main 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 styled as a piece of paper pinned to a wall with a paperclip and a "SECRET" stamp. The browser's address bar shows the URL "www.slideshare.net/JakeAtwood1/secret-linkedintactics". The right sidebar shows a list of other presentations, including "The Ultimate Guide To Selling With Email", "20 Shocking Sales Stats That Will Change How You Sell", and "Protecting confidential files using SE-Linux".

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

Video 3

Ask for video testimonials



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



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!

Three steps to
change



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

