

The Sales Triathlon: Time Mgt. • Objections • Voicemail



Bill Farquharson

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The Bio Slide

- Sold print, digital, wide format, labels, promotional
- Sales trainer for the Graphic Arts
- Columnist, Printing Impressions magazine
- The Sales Vault (SalesVaultInsider.com/GAA)



SalesVaultInsider.com/GAA

Live Workshops:

- 1.For Innovative Lead Sources
- 2.Pre-Call Research: Access to the Decision-Maker
- 3.How to Create An Effective Prospecting Process
- 4.Time Management Basics
- 5.Time Management Masters Class
- 6.Selling Digital/Inkjet Printing
- 7.Making Effective Sales Presentations
- 8.Old Dogs, New Sales
- 9.Basic Social Media
- 10.Three Functions of Social Media
- 11.Curating Ongoing Content
- 12.The Sales Triathlon
- 13.Vertical Markets: Banks
- 14.Vertical Markets: Hospitals
- 15.Prospecting for Introverts

Other Benefits:

- Live instant access
- Weekly peer group sales discussions
- 2 workshops with Kelly Mallozzi
- Exclusive downloads (scripts, letters, etc.)
- Searchable Archived Content

30 days free, then...
Monthly rate of \$30/Participant



Time Management



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#1 Rule of Time Mgt.

- You will never catch up
- Never
- Ever
- Give up trying and don't make that your goal
- Instead, shoot for Ideal...



What Ideal Looks Like

- Start the day with a plan
- Understand your priorities
- Do the have-to's before the want-to's
- Prioritize on the fly
- End the day by planning the next



Goals

- The day, the week, the month
- Balance
 - Sales efficiency and productivity
 - Happy home life!
- Reduced stress



Challenges

- It's deeply personal
- It's constantly in motion
- There are lots of moving parts
 - Business, personal, family, other
 - Motivation level, attitude
- What works today works today only



Step One: The Day Ahead

- Best sales tip EVER: Never leave today without having tomorrow planned
- Follow it and 75% of your time management issues disappear
- Spend 10 minutes before you leave for the day to FULLY plan out tomorrow



Advantages

- You'll start the day with a plan
- It allows you to meet a key time management goal: Shutting down at the end of the day
- It separates work from personal
- You get refocused every day, less scattered



Step 2: The Week

1. Consider the "theme" of the week...
2. Group activities together
3. Look for holes in your schedule
4. Leave with a plan (well, an outline anyway)



Step 3: The Month(s) Ahead

- Think 30 days, 60 days, even 90 days ahead
- Where are you in the calendar year?
- Where are you in the selling cycle?



Keys to Success

- Think ahead. Think ahead. Think ahead.
- Never leave today without having tomorrow planned
- Never leave this week without having next week outlined
- See the month ahead and think about where you are in the selling cycle and the calendar year



Time Management



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Overcoming Objections



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“Objections” Defined

Wikipedia:

“An Objection is a request for more information”



Objections Defined

Customer says:

“We already have a vendor”

“Your price is too high”

You hear:

“What is different about you?”

“Give me a reason to buy from you that goes beyond price”



Hear three words...

Tell me more!



What Not to Do

- Get defensive or Interrupt!
- Attempt to solve prematurely
- Assume...
 - That it's accurate or the truth or
 - Final!



What to Do

- Anticipate! Prepare! Relax!
- Get all the facts. Listen!
- You learn nothing with your mouth open
- Avoid it entirely by thinking ahead
- Solve it with ABC's in mind



The Big Two

We already have a vendor
Your price is too high



1. Already Have A Vendor

Typical answers

“Can I be your backup?”
“I’m not looking to replace your current
printer, just augment”
“Can I quote on the next thing that
comes up?”



Emotion Behind The Words

- Ignorance
 - “You’re all the same”
 - “We’ve solved that problem already”
- Laziness: You=Work
- Overwhelming existing workload
- But the big one...



Fear!

- “I don’t know you”
- “I don’t know your company”
- “This is risky”
- “What if something goes wrong?”
- “I hate change”
- It takes work to change vendors and no one likes change. Be aware that you are asking the client to do both



Risk Removal

“What do I need to do
in order to remove the risk of
doing business with me?”



The Words

"I have no doubt that you already have a vendor and are pleased with their work. Let me ask you some questions: When is the last time that vendor brought you a new idea? Do they question the assumptions made?"

Unless your current vendor is constantly challenging the solution they've brought to you, they've stopped working for your business. Maybe it's time to put a fresh pair of eyes on your needs..."



2. Your Price Is Too High

- Typically happens because you lead the customer there ("Can I quote?")
- Very often a smokescreen, a test
- By the time you hear this...
- Best ways to overcome...



New Customer

- "Quote on this" — Remember that the piece represents one solution, not necessarily the best solution
- Prepare
 - Learn their selling philosophy
 - Have a plan B
 - Find the Requisitioner
 - Learn the story behind the piece



But Ask Yourself...

Are they really your customer?



Existing Customer

- Prepare for this. It's coming!
- Make deposits in the Bank of Goodwill
- When you do something right, tell everyone: This is why you buy from me
- Ask: "How do I stay relevant with you?"
- Bring in a steady flow of new ideas



Summary

- Objections are unavoidable. Anticipate!
- In a perfect world, you're doing a complete sales job reduces the possibility that they will come up
- Hear them as a request for more information



Overcoming Objections



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Beating Voice Mail



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Voice Mail: Friend or Foe?

- Argument against: Bad idea because it will only get deleted
- Argument for: It's an audition



VM's Sole Purpose

- Here I am
- I'm pleasantly persistent
- I'm different
- I'm not going away



Why aren't VM's returned? A Buyer's response

- "I get 50-60 voice mail messages a day"
- "If I gave everyone 5 minutes, I'd spend 5 hours a day just returning calls"



The Millennial's POV

- "Don't leave me a message"
- "I saw your number on Caller ID"
- "That's enough. If I wish to speak with you, I will call you back"
- "Technology is about saving my generation time. VM slows us down"



Why Your VM's Get Ignored

- Boring
- You leave your phone number but talk so fast no one can understand it
- Same-old same-old
- They include the statement, "I can save you money"



The First Voice Mail: Three Components

- First third: The Introduction
- Middle third: The Message
- Last third: What's Next?



Putting it All Together

"Good morning, Kelly. This is Bill Farquharson from Aspire For. My phone number is 781-934-7036. I had sent you a letter last week promising to follow up this week. Well, here I am! I see that you have a trade show coming up. I have some ideas for how I can help you to maximize your investment in that event. My name again is Bill Farquharson and my phone number is 781-934-7036. I am in the office all day today and will call again before the week is out. Thank you, Kelly!"



The 2nd, 3rd, 4th Voice Mail

- More familiar
- Same format
- Same message?



After a Number of Tries

- Hit "0" and ask for an Assistant, co-worker, someone who sits near
- Boss?
- Call and ask for someone in Sales



The LAST Voice Mail

- "You're fired!"
- "If you need anything..."
- "I will call you again..."
- "I hope I've impressed upon you the fact that I will work hard for your business and do everything possible to meet your needs and goals"



How Many Voice Mails?

- How many VMs do you leave before you give up?
- 4? 6? 8?
- 90% of all first time VM's go without a follow up
- Give up or call occasionally?



Beating Voice Mail



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- LIVE sales discussions with peers
- Exclusive downloads
- WAYSME Archived Resources



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