The Phone Warriors Selling Strategies Report

Prepared for You by Jason Kanigan

kaniganj on the Warrior Forum.

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Introduction

Fellow Warrior! Greetings!

I'm Jason Kanigan, and this report's job is to share some specific techniques and help you remember what we talked about in our 1-on-1 conversation.

That conversation was great, wasn't it! I shared with you how to blow away your fear of calling—how to know that you're bringing value to the table *every time*. "Hell Yeah," I LOVE helping action-taking Warriors succeed!

I had a nice career in the corporate world before deciding sales training was the most fun way I could help people. So let's dive right into it!

What's Stopped You From Picking Up the Phone

New and experienced salespeople alike experience this shutdown of activity. The problem is known as Call Reluctance. If it isn't handled, that person's job or business will soon be *over*. Fortunately, the cause of call reluctance can easily be shown to you. Once shown, you can take action to defeat it and start doing the behaviors that will swiftly lead you to sales.

Call reluctance happens when people feel that:

- Nobody is going to be *available* to talk to them
- Nobody is going to *want* to talk to them.

Let's look at these closely. Then we'll go straight to confront the thing that's behind them.

First, you worry that no one is going to be in their office or their store or wherever they're supposed to be in order to answer their phone. You made ten calls and nobody was in; now, you say to yourself that the eleventh won't be in, either. This is called Prejudging the Next Call. It'll shut you down, if you let it.

The real-world numbers are that half the people you call aren't going to be in. Of course, this is an average. You might call ten people and they turn out all not to be available just then. *If you kept calling*, you might find that seven of the next ten people do answer.

The fact is, you have NO IDEA what was going on in your prospect's world just before you called. That's completely out of your control. What can you control? Your behaviors. What *you* do.

So when you call and most people aren't there to take your call, what should your response be? Should you feel hurt and shut yourself down because of this? Of course not! On average, three out of four calls you make won't go anywhere. Mine, too. So accept this, don't let it bother you, and get on doing the behaviors.

Second, you worry that people aren't going to be interested in what you have to say. After all, the last dozen people said "No thanks, we've got it covered." So why wouldn't the next prospect say the same thing?

Again, Prejudging the Call. Most people aren't going to be available. Of those that are, most are going to straight out LIE to you and tell you everything's A-OK. Everyone lies to protect themselves in selling situations. No problem. They qualify Out. Next!

You have expertise, right? Some product or service to offer? The fact is, the decision makers you speak with don't have either the time or the expertise to solve the problems you can. Since most managers delegate, *even if they have the same expertise that you do*, they probably won't want to do the work. And if they don't have that expertise, they'll welcome someone who does, provided they have a big enough problem.

So you provide value in every dial. **Even if the prospect chooses not to acknowledge it, and hangs up, you're bringing value to the table. It doesn't matter what the prospect does. You're worthwhile and providing value.**

Want to know what's behind all this?

The Lizard Brain

Yup. You have a Lizard Brain. The human brain evolved, along with the rest of the body, in stages. When you look at pictures of a human embryo growing into a baby, you'll see that it passes through all the evolutionary stages: fish, reptile, amphibian, mammal. Along with this transformation comes the brain of our ancestors: the Lizard Brain. A lump buried near the brain stem, it's formally known as the amygdalae.

Now the Lizard Brain is great for keeping you alert and making sure you don't get clobbered while looking for food in the jungle. But it's a coward. It's a pleading, whining, worrying coward. The Lizard Brain is the old part of the organ. All the low emotions…anger, fear, worry…come from there. You have a new part of the brain, which is out front, that controls the higher functions and emotions.

The important idea to keep in mind here is that you're going to feel the Lizard Brain emotions *first*, and strongly; then your newer functions and emotions from up front are going to come into play. Being aware of this, you can now notice the shrieks and bleats of your Lizard Brain as it tries to tell you what you're doing isn't going to work, that nobody wants to hear from you, and that you're going to fail.

That's what the Lizard Brain does. Don't let the Lizard Brain control you.

So when you're aware of it, you can do something about it. The Lizard Brain isn't going away. It's hard-wired into your central nervous system. But you can quiet it. You can recognize its hyped-up alarm bells for what they are, and push past them. Get the higher functions of your brain going:

1. Breathe deeply. Stop the panicky voice before it becomes overwhelming.
2. Remind yourself that you bring value to every action you take.
3. Say to yourself: "Thanks, Lizard Brain, but I don't need you today. I'm going to keep on keeping on, and steadily do my behaviors. That's how I'm going to get to results."

The Purpose of Your Calls

Have you ever thought about WHY you're making these prospecting calls?

Not to have conversations.

Not to tell people what you do.

Not even to sell.

Nope. **You're making these calls to quickly qualify prospects In or Out.**

That's it. You're just the messenger. Write that on a post-it and stick it up where you work. You just deliver the message. Then the prospect qualifies themselves In or Out. *Doesn't matter which*. Qualify enough people and you'll get clients.

Stop trying to convert 100% of the people you talk to into clients or customers.

Just deliver the message. Don't get emotionally involved. Don't put your whole personality on the line. Do the behaviors, deliver the message, and quickly qualify prospects In or Out. Do not get attached to the outcome. What individual prospects do doesn't matter. All that matters is that you make the calls and qualify prospects In or Out.

Do this consistently and you *will* get prospects who qualify In. Faster than you think.

Don't get excited. This is what makes you tongue-tied. You get too excited and a traffic jam of ideas slams through your brain. Make the calls. Keep your emotions out of it. Don't react to what prospects do. They all lie. Deliver the message. Find people who have an urgent need for what you have to offer and qualify them In. Qualify everyone else Out. Your prospecting time will suddenly be stress-free.

Getting Past the Gatekeeper: the "A Little Unsure" Technique

Many people have trouble getting to the decision maker. The fact is, it's not difficult if you set things up right. The standard prospecting call immediately sets up a salesperson attacker and gatekeeper defender arrangement. You want to avoid this. So don't *sound* like a salesperson.

Start being a little unsure. Do this with gatekeepers, and do it with prospects. People want to help others who seem less happy than they are.

"I'm not sure who I should speak with. My name is ________, and I help <business type> <do whatever it is you do>. But I don't know who would have this under their umbrella there…" Trail off. Be quiet.

The gatekeeper will help you. The gatekeeper has to: it is human psychology. You're less emotionally well off than they are, and people want to help others. Bingo. No more attacker-defender setup: now the gatekeeper has been converted into a helper.

Stop asking "How are you today?" Do nothing that signals Here Comes a Salesperson. You are a trusted advisor: act like one. But be a bit rumpled. A bit bumbling. Like Columbo. Remember that TV show? The detective outsmarted the villain by pretending to be unsure, slow, disorganized and non-threatening. Invariably, the villains slipped up because they were lulled into a false sense of security. After all, how could such a bumbling fool catch them? Same thing with prospects. Be a little unsure, and they'll drop their guard. After all, how could such a stumbling advisor (aren't you cute, though? Just like a friendly college professor…) actually *sell* them something?

Heh heh.

They'll never see you coming.

How to Get Prospect's Attention: the "Thirty Second Commercial" Technique

You're at a party. Someone you haven't met before asks you, "So what do you do?"

You hum and haw. You get tongue-tied. You stumble your way through an explanation. It's boring and disjointed, and your conversation partner smiles and moves on. You feel unhappy.

Straighten this out: it's the same thing you need on the phone to get instant credibility and interest from prospects.

A Thirty Second Commercial does a few specific things well. First, it gives you exactly what to say, in a brief and interesting way. Second, it shows people that you understand their world. Harvard Business Review did a study to find out what small business owners feared the most about hiring consultants. The answer was that the owners feared the consultant would not understand their business. So this is a hurdle you need to get over.

The first thing a Thirty Second Commercial does is introduce you and what you do. One sentence. "My name is ________ and I help <organization type> <do whatever it is that you do—in a What's In It For Them format>."

Let me clarify. You don't "help businesses with SEO." That may be your service, but nobody cares about the what. They care about the results. You "help retail stores get more customers in the door and more sales dollars in the till."

Then you list three "pain points". Pain points are typical reasons why people in this industry have done business with you. If you don't have clients yet, take your best guesses to start with. We want to express these in as few words as possible, and you'll be refining them as you get feedback from prospects. "Typically, <decision maker type> bring me on board because they are:

- Pain Point #1
- Pain Point #2
- Pain Point #3."

Example: "Typically, store owners bring us on board because they are:

- Frustrated about difficulties selling overstock items that have been sitting around collecting dust
- Concerned that not enough foot traffic has been coming through their doors at certain non-peak times of the day

- Upset that they aren't getting found on the Internet and are losing potential customers."

Note how each pain point begins with a negative emotional word. This is what most commonly motivates people: moving away from a negative emotion.

And then you go "a little unsure," and trail off: "But I don't even know if you have any of these problems…"

So all together this sample Thirty Second Commercial sounds like this:

Hi, my name is Jason and I help retail stores get more customers in the door and more sales dollars in the till. Typically, store owners bring me on board because they are:

- Frustrated about difficulties selling overstock items that have been sitting around collecting dust
- Concerned that not enough foot traffic has been coming through their doors at certain non-peak times of the day
- Upset that they aren't getting found on the Internet and are losing potential customers.

But I don't even know if you have any of those problems…"

Be quiet and wait for the prospect to speak.

Since your pain points are about specific urgent, emotional problems commonly encountered in their world, you'll have instant credibility. After all, the last and next salesperson to call about SEO is talking about SEO. Not industry-specific problems that the prospect is familiar with.

Why This Prospect Will Buy: the "Doctoring for Pain" Technique

The salesperson who asks the most questions wins.

Burn this sentence into your brain.

The best salespeople are hanging around long after lesser-skilled people have left, asking questions. They want to find out what's really going on in the prospect's world. What got the prospect into the problem they're in now. Whether they've tried to solve it before. Why that didn't work out. How they paid for it. What ideas they're prejudiced against and in favor of. How they make their buying decision. What things a solution provider could do that would kick their offer over the top and make it a no-brainer to go with them.

Work on talking less and asking questions more. Your prospect should be talking at least half the time. Of course, there are times in the call when you will be talking more, and that's OK; however, there are other times when the prospect should be doing almost all the talking.

Doctoring for Pain begins right after the Thirty Second Commercial ends. If they said, "Yup, we have a real problem with the third thing you said," then you have pain on the table.

Think about your doctor. They don't come into the examination room with a bunch of preconceived notions and solutions, slap a prescription into your hand and a bandage on your arm, and send you away with a bill, do they? No way. They ask questions.

Think *like* a doctor. You don't just want symptoms: you want the root cause! What is really going on in your prospect's world that is causing their problem? Can you solve it? Qualify them In or Out!

If you’re setting in-person appointments, ONE pain point is sufficient grounds to move to asking for the appointment. It took me years to figure this out.

If you’re doing all your selling over the phone, then you want to get as much pain on the table as possible. Open up your prospect and get them feeling all that pain. If you were having a heart attack, how much would you pay for help right at that moment? Anything! This is the time to sell.

To get there, we must Doctor for Pain. Ask questions. Good questions.

- What happened?
- How did they get where they are?
- Do they think a solution is possible?
- Have they looked into any potential solutions?
- Is anyone working on it already?
- What kind of an experience has that been?
- How much do they think it’s costing them?
- If this problem is such a big deal, why have they left it to fester?
- Why haven’t they tried solving it before now?

And so on.

Your doctor doesn’t just see that you’re coughing and tell you to head to the drugstore for cough syrup. They ask questions. Where have you been hanging out? Who have you been in contact with? What other symptoms are you feeling? Can we check how your lungs sound and how your Eustachian tubes look? Do you think this is more than a common cold? And so on.

You want to know what keeps your prospect up at night. Now they aren’t going to share this emotional stuff with you right away. They’ll begin with logical, rational reasons of why what's going on is a concern. Keep asking questions. They'll get to emotional reasons after awhile.

Now what I'm about to say is a bit over the top, but it gives you the mental image: when your prospect is almost in tears and sharing raw, emotional opinions, then you have enough pain on the table.

Enough for what?

Monetizing the Problem

The main problem people have with selling is that they're too technical. They have technical expertise and expect that everyone else understands their jargon and what they're talking about. Sorry, but it isn't true. Nobody understands what you're talking about—except other techies who do what you do.

You can't just say "OK, you want SEO: my price for that is $2,000 a month" and expect the prospect to jump up and exclaim, "Awesome! Where do I sign?"

Any price you quote will get the knee-jerk "That's too much!" reaction from prospects if you don't monetize the problem.

The prospect has to *see* the value of what you're doing before they'll commit. So how do you do this?

Let's stick with the SEO idea, though this applies to websites, copywriting, mobile sites and many other topics. You get all that pain on the table and the prospect is hurting. Then you say:

“Mr. Prospect, if I was able to solve this problem for you, get interested people seeing what you have to offer and buying these overstock items...if everything was working right…how many new customers a month do you think that would bring in for you?”

The prospect may try to kick it back to you: “You’re the expert; you tell me.” If they do, ask them to take a guess. If they resist, give a conservative estimate.

Let’s assume the prospect says, “I guess…ten a day…about three hundred in a month?”

You want to make sure this is a conservative estimate. If their number is way too high or low for what you know to be typical, say, “Sure. That’s a great number. Now, from my experience, I can tell you that ______ is a typical number. Does this work for you?”

Make sure that you and the prospect both agree that the number is conservative.
If they say something, it’s true. If you say something, you have to defend it.

Then ask, “Now what is the average purchase price a customer pays?” If it’s for a specific item, that should be easy to find ($80 for a nice baby buggy, say). If it’s for a restaurant, you want the guest check average—how much a typical customer’s bill is. The owner should have this info; if they don’t, that’s a qualification signal. Could indicate trouble.

So you have this data: how many new customers a month they believe your results will generate, and the average amount billed. Multiply the two together.

“Mr. Prospect, that means if I do what I say I can, you’re looking at an extra $_____ a month!”

So that’s 300 new customers X $80 = *$24,000 a month* in new revenue.

Pause for ooohs and ahhs.

Now have the prospect multiply this by 12 and get the total for the year. This should knock their socks off.

"And how much would you expect the investment to be to get to this point?"

Let the prospect tell you. Me, I'd spend $1 to make $10 in a month all day long. Use their answer as another qualifying tool. Cheapskates should qualify Out.

Adjust up or down as you like. Notice how much money you've been leaving on the table all these years. The prospect will almost always offer to pay more than you'd charge if you ask them this way.

"You're exactly right! Typical projects like this have an investment ranging from $*slightly below their number*$ to $*slightly above their number*$!"

or

"You're right! It should be that high. But I think you'll love this: the actual investment for this kind of work is less than what you think. We're talking $*what you feel comfortable charging*$. How does that sound?"

Anything less than "HOLY COW! That sounds awesome!" indicates something went wrong earlier in the process.

And now you're both ready for…

The “Non-Close Close” Technique

We’ve given our Thirty Second Commercial and achieved instant credibility. We’ve doctored for pain and found out exactly why this prospect wants to solve a problem that we can help them with—and perhaps why they’d like to go with us rather than someone else. We’ve monetized the problem and gotten them all greedy and excited about the money we’re about to save or bring to them. Now it’s time to finish the job.

“Ms. Prospect…I’d like to help you, and I believe I can. Here’s how I suggest we proceed: I’ll show you my solution, in the way you’d like to be shown. The only requirement I have for doing this work is to ask you to give me a definitive Yes or No when we’re done. That’s all I ask. Yes is fine, and we’ll figure out what the next step looks like then if that’s what you decide. If you decide I can’t help you, that’s OK: I promise I won’t get mad at you. So a No is fine, too. But the only thing I can’t accept is a “Think It Over.”

“I’ll be honest with you and share that whenever someone has told me they need to Think It Over, it’s actually a No with a two-week waiting period. So I just don’t bother with that these days. Some people want to be polite and tell me they want to Think It Over when they actually want to say No, and I don’t want you to feel obligated to do that. So can you tell me Yes or No when we’re done?”

If they can’t then they qualify Out.

We do not want to educate prospects for free. We do not want to share our knowledge for nothing in return. Demonstrating a solution without a promise of a Yes or a No at the end is a waste of time.

When the prospect says Yes, they can tell you Yes or No clearly at the end, ask them what they’d like to see and how they’d like it presented. If you need time to put this together, schedule a callback. This goes for demo sites as well. Give them a short time to look the demo site over, and then have a call scheduled within the next day or two to go over it and finish the job.

If you can do the presentation right then, say over the phone and online via screensharing, then do it. Tailor it to the prospect's individual requirements. Answer all their questions. Keep your proposal in this format: If you do this, then I'll do that.

Don't let them off the hook at the end. Get that definitive Yes or No. Doesn't matter which answer it is; it's a learning experience either way. If it's a No, ask them follow-up questions about why not. Be nurturing.

Patch them back up—you opened up all that pain. Regardless of the result, you need to tell them that it's all right, they'll find a solution or yours will work. Don't let them go back into the world wounded and in pain.

The Final Step: Fit

Fit is a tiny word. Three letters. But so much is encapsulated in that little word.

Fit has three letters. And you are qualifying In or Out based on three requirements:

1. Need
2. Budget
3. Personality.

Let me remind you of something you've probably forgotten.

You, the salesperson, always have the final say. **Whether this prospect becomes a client, *no matter how badly they may want to become one*, is always up to you.**

It’s often said in the selling world that “Your best sale is the one you never made.”

Qualify for Need with your Thirty Second Commercial and by Doctoring for Pain. No Pain = No Need; qualify Out.

Qualify for Budget by Monetizing the Problem. If the results of the solution (in dollars saved or gained) aren’t significant compared to the investment, why should they go ahead? But if you’ve shown, with their numbers and not yours, that the benefits vastly outweigh the investment, then why *shouldn’t* they go ahead?

Money can almost always be gotten. The question is: is it worth it to the prospect? Is there enough pain? Is the reward big enough? That’s why you Doctor for Pain.

If you’re not a fit on budget, they qualify Out.

Qualify for personality fit based on what they do during the call. It pays to have knowledge of the different behavioral types, because one type is always very pushy. Doesn’t mean that they’re a jerk, just pushy. But you have to decide whether this person is someone you can work with. If they break agreements, or it seems like they’re going to be a huge hassle in the technical support area, then maybe you should qualify them Out. If they’re yelling at you and calling you names, you should definitely qualify them Out.

Avoid getting involved with businesses that seem about to fail. If they do fail, the owner will blame you, using a megaphone. Make sure the chances for success are good with opportunities you choose to take on.

Never accept money and a client just because the opportunity to do so is offered to you. **Stay in control. You’re always in control.**

Choose clients that will advance your revenue, your knowledge base, and your reputation. You want clients who are pleasant to work with. Who pay you on time. Who do what they say they'll do. Clients who don't change things part way though and throw you into turmoil.

Develop your client contract with care and make sure it's detailed. Any creative work should be limited to an agreed-on number of revision "rounds", so that the client can't involve their co-workers, their mother, the family dog and anyone else scrounging around.

If you suspect this client is going to need a lot of hand-holding, build it into the equation at the start. "Ms. Prospect, I'm getting the sense that the super-technical side of computers is an area you don't get into often. Would I be right? …OK. That's fine. A lot of my clients don't do this stuff—after all, why would you have to <grin>? But here's a potential problem that I see: you may be trying to take care of some of these implementation details on your own, and get stuck. Then you'll call or email me. Now if you have to do that, it's OK: I have a special client support plan for this situation. How it's set up is for $_____ a month, you get all the support you need. Does this make sense? Is it something you'd like to do?"

Choose your clients carefully. You always have the final say about fit. Set yourself up for success!

Summary

1. Your **Lizard Brain** will control your actions and shut you down if you let it. The Lizard Brain is paranoid, scared and believes that no action is better than taking action—there's less risk. But listening to it and ceasing activity will not help you. Respond by recognizing the unnecessary cries of your Lizard Brian, and making it quiet. Overcome it with your higher functions—tell yourself that you're going to steadily persevere and take action now towards making sales. Make the next dial.

2. Use your **Thirty Second Commercial** to generate instant credibility and interest with your prospect.
3. **Doctor for Pain** to uncover reasons why this prospect would do business with you.
4. Set up the equation of why the prospect should do business with you by **Monetizing the Problem**. Let them give you the numbers to show that it's a no-brainer to go ahead. If they say something, it's true; if you say something, you have to defend it.
5. Demonstrate your solution, showing them what they want in the way they want to be shown. **Require a definitive Yes or No** at the end. Do not chase prospects.
6. Patch them back up, no matter what their final answer is. Tell them it's going to be all right, that they're going to find (or now have) a solution.
7. Deliver the message. Don't strain to sell. Be the trusted advisor instead of the slimy salesperson. Take your time. Be rumpled, a little unsure. Use the **Non-Close Close** to let the prospect sell themselves.
8. **You are always in control** of the final decision of whether to take this prospect on as a client or not. Qualify for fit based on need, budget and personality.

Now get out there, take action, make dials, keep at it, and **YOU *WILL* MAKE SALES!**