



Recognition & Understanding

You cannot be successful at Prospecting & Cold Calling, if you do not *Recognize* and *Understand* the reasons why it is so tough.

Recognition & Understanding

Reason # 1

Personal Constitution

Personal Constitution

I am:

- a. Tense, focused, competitive, out to win
- b. I know what I want and I go after it
- c. Calm, steady and operate with consistency
- d. The peacemaker, I get along with almost everyone
- e. Likeable, fun, people are drawn to me
- f. Strong relationships in my life are important to me
- g. Strategic, systematic, its important to understand the process
- h. Results are important, but the means and the ways to get results are just as important

Personal Constitution

A - B

Hunter

C - D

Farmer

E - F

Merchant

G - H

Builder

The Hunter

- Results oriented people
- They see the world in black and white
- They like to be in charge, be the leader
- They are able to make quick decisions
- *They can be extroverts or introverts*

The Farmer

- Don't like conflict or confrontation
- They are comfortable with a daily routine
- They typically don't like change and don't adapt well
- They are easy going people
- *Farmers can also be extroverted or introverted*

Merchants

- People – People
- They enjoy companionship & camaraderie
- Tend to be name – droppers
- Prefer being at a social gathering vs. spending time alone
- *Merchants are almost always extroverts*

Builders

- Detail oriented people
- Very concerned about the process
- They are very slow decision makers
- More concerned about risk vs. reward
- *Generally tend to be introverted*

Recognition & Understanding

Reason # 2

Life Scripting

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Life Scripting

I would like to thank...

Mom & Dad

Sister Mary Gestapo

**and all of the other Authority Figures in
my life when I was a child**

**...for my level of, or lack of, success in
Sales.**

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Reason # 3

Need for Approval

(Merchants beware... this is you.)

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Recognition & Understanding

Reason # 4

Fear of Rejection

(Farmers beware... this is you.)

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Recognition & Understanding

Reason # 5 Procrastination

“Next week is a good time to start prospecting, this week I’m going to get organized.”

(Builders beware... this is you.)

Secret # 2

Detachment

“Who you are and what you do for a living are separate components of your life”

Detachment

Don't get emotionally involved
when you
Prospect or Cold Call.

“High Energy – Low Emotion”

Detachment

Don't get emotionally involved
when you
Prospect or Cold Call!

Detachment

Mental Exercise # 1

I / R

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R.I.P.
Here lies
PETE QUINN
Jan. 20, 1958 – July 4, 2078

"Pete was a hell of a broker"

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Detachment

Mental Exercise # 2

Would you be willing to dance with my buddy?

Kevin Joseph Mary Bonaventure Paschal Benedict McMahon

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Detachment

Mental Exercise # 3

I don't need the money

- Have confidence in your plan
- No one call will make or break your career

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Detachment

Mental Exercise # 4

This ain't too hard

Or

It sure beats working!

Secret # 3

A good 30 second
commercial....
that doesn't sound like a
commercial

30 Second Commercial

Consideration # 1

Canned (Repetition)

vs.

Winging It

30 Second Commercial

Consideration # 2

Don't Sound Like a
Salesperson

30 Second Commercial

Consideration # 3

You must be tactical

30 Second Commercial

Consideration # 4

Tactics

OK, not OK

Mutual Agreement

Tentative Maneuver

Okay, not Okay

There's a reason Jerry Springer is a millionaire

If it doesn't bleed, it doesn't read

Mirror and match, be less okay than the prospect

Mutual Agreement

Get your prospect to agree on something at some future point in time.

- It provides a crystal clear understanding of what happens next
- There is no mutual mystification
- Your prospect gets in the habit of agreeing with you
- It diffuses future stalls and objections

Tentative Maneuver

Ask don't tell

- Questions should be phrased in more of a tentative manner than in a positive manner
- Being too positive may make the prospect "not okay"
- It allows the prospect to convince themselves

Meet Dr. Sigmund Columbo



30 Second Commercial

I'm a member of the Cushman & Wakefield's Global Supply Chain Solutions Group. We have been working with companies like yours around the world and helping them with issues like:

- Warehouse Audits
- Network rationalization
- Transportation optimization
- Incentives negotiations

We are helping companies with issues ranging from lease management to high turnover in the workplace. You probably don't have any interest in any of those issues.

Secret # 4

Just Do It!

Just Do It!

Step # 1

High energy, low emotion

Just Do It!

Step # 2

Same Bat - Time....
Same Bat - Station

Just Do It!

Step # 3

Focus

How about them Colts?

Secret # 5

Goal Setting

Goal Setting

When you Prospect and Cold Call, your goals:

- MUST BE *activity driven*, or *time driven*, not *results driven*.

Secret # 6

Contact Management System

- ACT
- Salesforce.com
- Outlook

Summary

- # 1 – Recognition and Understanding
- # 2 – Detachment
- # 3 – A good 30 second commercial that doesn't sound like a commercial
- # 4 – *Just Do It!*
- # 5 – Goal Setting
- # 6 – Contact Management

Always Remember

“Sincerity is one of the most powerful tools in the sales process.”

Always Remember

"Sincerity is one of the most powerful tools in the sales process."

Once you learn to fake that, you've got it made.

Author unknown

Questions???

There is no such thing as a dumb question!