

## How to beat the odds and start filling your pipeline with **more appointments and more new customers** for every prospecting hour you invest.

Most salespeople would rather poke sticks in their ears than prospect. They think people who *like* prospecting are slightly mad. By the time they come to us, they're asking for some magic to miraculously transform their new business development work so that:

- a. They don't have to do them any more and . . .
- b. Prospects spontaneously appear swooning at their doorsteps.

Why is prospecting our least favorite and least productive selling task—a necessary evil that sometimes involves hours of effort and dozens of calls to generate a single appointment?

**Because the odds are heavily stacked against us: 100 to 3 against booking an appointment that sticks on any given call.**

That's right. It takes the typical sales rep up to 100 calls to book 2-4 appointments. *(100 calls yields 99 contacts with gatekeepers, yields 40 prospect contacts or voice mails, yields 6 - 10 booked appointments which, after cancellations and schedule changes, yields 2 - 4 qualified appointments at a cost of 8 hours of selling time.)*

### **But does it really have to be that way?**

Does so much effort necessarily have to produce so few results? What if you knew you could successfully book more appointments, begin more new relationships more quickly, and be on your way to making more sales. Wouldn't that promise ease the pain—perhaps even make prospecting almost joyful?

One financial services sales manager we interviewed who, after applying the techniques in this book, told us that his sales team members set one appointment for every 2.3 prospects they spoke to. That's an **UNBELIEVABLE** number. This means his team needed only 23 calls to book 10 appointments versus a more typical yield in his industry of 67 calls. Nearly a 3:1 productivity difference!

***Winning at Prospecting* gives you over 60 proven techniques used by the **best** new-business developers to **beat the odds** . . .**

Nick Miller, author of *Sales Acceleration* and CEO of Clarity Advantage, has helped dozens of sales organizations from America's leading companies crank up their performance and bring in more sales with less waste of time and effort.

In *Winning at Prospecting*, his newest book, Nick lets us in on the powerful techniques used by the best, most consistent new business developers. Here's some of what you'll learn in *Winning at Prospecting*:

How to avoid these 7 common mistakes (*the best new business developers never make them*):

1. Targeting the wrong people . . .
2. At the wrong time . . .
3. With no compelling reason to begin a conversation . . .
4. With insufficient references (neither a referral nor client your prospect knows or respects.)
5. Assuming your target is ready to buy your product or service.
6. Not calling routinely or often enough.
7. Taking rejection personally.

*Winning at Prospecting* introduces you to 66 powerful, field-tested techniques that power up your efforts and bring home the bacon, including how to quickly gain the highly critical understanding of your prospect's situation—here is just a small handful:

- Six engaging alternatives to saying, "Tell me about your company." (See page 54.)
- A five-step sequence for smartly asking *C-Level* (executive-level) business questions. (See page 57.)
- Three types of questions to communicate interest in your prospect and his/her company. (See page 60.)
- The powerful secret to cracking the code to your prospect's true motivations, plans, and strategies. (See page 62.)

Once you've gained their attention and understand their situation, you'll see how to *move the opportunity forward* with these hard-working techniques:

- How to select and present the actual benefits your prospects want to buy. (See page 77)
- How to present your benefits with more power and clarity. (See page 88)
- How to dig out your prospect's decision criteria to build a relationship and gain their business. (See page 80)
- What to say when your prospect is taking your ideas to the current provider. (See page 75)
- Three rules for closing more sales with your written proposals. (See page 93)

The powerful techniques in *Winning at Prospecting* are loaded with concrete examples that show you how to put them to work immediately to dramatically increase your prospecting success.

Here's one that shows you what to do and what not to do when introducing yourself to a potential prospect:

You're mingling with others. Someone turns to you and says, "Hello, I'm Fred Smith from the Amoximated Company. What do you do?" You don't know Fred, you don't know what's important to him or what he's listening for. How do you respond?

(1) "Hello. Fred, I'm a senior relationship manager at ABC Company based here in the city. I manage our major account relationships in the consumer packaging industry. I work with a team of people who bring expertise from several important financial and technical disciplines to help our clients manufacture more efficiently."

Or . . .

(2) "Hello, Fred. I work at ABC Company. I help consumer packaging companies reduce manufacturing costs five to ten percent.

The first one is an EFFORT description - a job title and job description, bland, passive, pabulum. The second one is a RESULT - crisp, unapologetic, provocative. If Fred wants more discussion, the starting line is bold and clear.

Listen, next time you're mixing with others. What do you hear? Effort or results?

Here's another example for a fictional company named Quazipost. It demonstrates how to capture the prospect's attention by adding interest and value to your communications:

. . . whether you're making a phone call or sending a fax or email, give your prospect something to work with: you need to express something that's INTERESTING, VALUABLE, or both (interesting and valuable is really good).

Here's an example:

80% of my clients pay 15% too much postage. We save typical customers \$30 a month . . . a nice lunch out.

Try Quazipost for three months. If you don't save \$30, send Quazipost back and I'll send you lunch. (You can eat while you stand in line at the Post Office.)

Click "Free Lunch" at our Web site. Register to receive "18 Easy Ways to Drive Postal Workers Nuts" (a free, handy pamphlet), and I'll call to begin your trial period."

These high-performing business development techniques can dramatically change the conversion odds in your favor. Apply one of them and you'll get an incremental increase in prospecting results. Apply them all and watch the odds soar . . .

Why you should never pounce on the prospect. (page 9)

How never again to take no personally. (page 11)

How to get past the even most ferocious gatekeepers. (page 20)

Why you should never call cold. (page 18)

How to develop an opening hook that grabs their attention and makes them want to hear more. (page 19)

How to answer "We already have a supplier," and move on to setting up the appointment. (page 44)

How asking the right questions can overcome almost any objection. (page 78)

Why a little bit of research before the call can make all the difference. (page 54)

How to win when all they want to talk about is price and your offer is more expensive. (page 85)

Learn the same techniques that top-performing sales leaders put to work every day to sell more and earn more. Start opening more doors to more selling opportunities than you ever imagined . . .

## **Begin changing the odds in your favor today! Here's how to **get your copy** right now!**

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To your success,  
Andy Bromberg,  
e-Publishing Director  
Clarity Advantage Corporation

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