

JeffBeals.com



What to Do When Prospecting Feels Impossible



Introduction



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Our Sponsor

For nearly 50 years, Salesgenie™ has helped businesses find new customers with email, phone, direct mail, paid search, multi-channel marketing, and more.

25,000 Customers Use Salesgenie™ every day to grow their business!

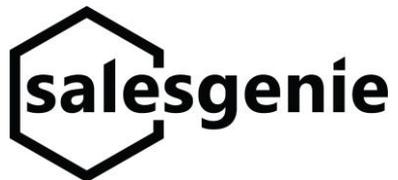




Overview

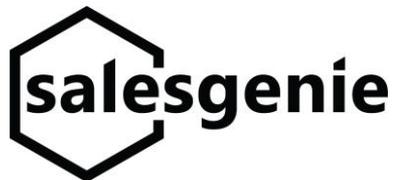
- How fear of the unknown is affecting your clients' decision-making ability and how to mitigate those fears.
- Best practices for successful prospecting during stressful times.
- The types of messages that resonate with skittish prospects during a period of uncertainty.
- Making your sales plan for the recovery







Prospecting Feels Impossible





Why It Feels So Impossible...



**Smallest airline
passenger counts
since 1954**





Why It Feels So Impossible...



**14-to-22% of
restaurants may
never reopen**





Why It Feels So Impossible...

BANKRUPTCY!





Why It Feels So Impossible...

THE WALL STREET JOURNAL.

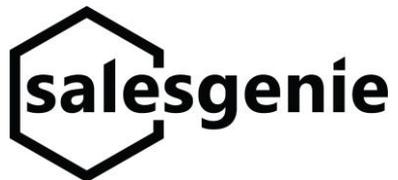


The New York Times





What we're seeing now...





Fear of the Unknown

- Clients are riddled with fear
- Business owners/executives are worried about continued existence of companies
- Individual employees are worried about keeping their jobs
- Most people are worried about the economic fallout
- Plus nobody wants the virus!





Fear of the Unknown



Fear is the most debilitating emotion in the world.





Fear of the Unknown

F.U.D. = Fear Uncertainty & Doubt





Fear of the Unknown

A Definition of Fear:

Fear is an anxious feeling we experience when we anticipate an imagined event.





Fear of the Unknown

How do Sales Pros Handle Client Fears?





Fear of the Unknown

Watch out for “emotional contagion”

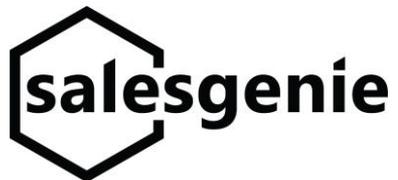




If you're going through hell,

keep going.

— Winston Churchill





**The only way you're going to get
out of this crisis is to sell your way
out of it.**





Short-Term Circumstances vs. Long-Term Realities





Your Client Craves Confidence!





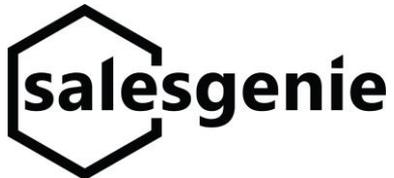
Best Practices

Best Practice

①

②

③



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& Associates



Best Practices

1. Keep activity levels high
2. Think incrementally: focus on next steps
3. Time blocking
4. Pick up the phone – this is a time when conversations are more valuable than emailed messages
5. Research prospects before you call them
6. Build new prospect lists. Pull lists from Salesgenie. Study new markets. Do the longer-term prospecting research you always wanted to do but never had time to do.





Best Practices in Stressful Times

Keep Activity Levels in Perspective

Lower Traffic Volume = Higher Traffic Quality

Prospects you go out and get are higher quality than those who call in unsolicited.

Business will always be there in some form. You might have to get creative.





Best Practices in Stressful Times

Miniature Commitments

- Agreeing to a meeting
- Agreeing to review a proposal
- Agreeing that something needs to be done even if they do not yet know exactly what that is
- Agreeing to bring a colleague into the discussion





Best Practices in Stressful Times

Miniature Commitments

Prospecting



Signed Deal





Relationship Deposits





Relationship Deposits

Building the Emotional Bank Account

1. Don't be tone deaf
2. Listen carefully during conversations
3. Have a reason to call – don't just check in...





Relationship Deposits

Common Advice:

“Hey, I’m just calling to check in with you and see if you’re okay. I’m thinking of you and wanted to see how you’re doing. I know this is a difficult time to make decisions, so just know that I’m here for you when you do need our services.”

While this is nice, it’s missing something important...





Relationship Deposits

A reason to call!

- The economy and its effects on their business
- How government actions and business incentives (stimulus package) affect companies
- Real estate “insider information:” trends, happenings and rumors
- Threats that they might soon face
- Unforeseen or unanticipated opportunities
- Information about their competitors
- Truthful information that is compelling, surprising and applicable to them





Relationship Deposits

A Sample Voicemail

“Hi John. I was thinking of you wanted to see how you’re holding up in these crazy times. You and I talked about your supply chain concerns before the pandemic. Well, now we’re seeing many of those concerns become reality. I’ve talked to many manufacturers who have come up with some pretty creative solutions. I don’t know whether these ideas will apply to your operations, but give me a call, so I can at least tell you what I learned talking to those other companies.”





Relationship Deposits

A Sample Voicemail

“Hi Sandra. Hope you’re doing well and getting used to working at home by now. I was thinking of you and wanted chat about a couple things. One of those things is restaurant space. I know you were thinking about adding a sushi concept to your portfolio. Well, we’ve been hearing that a huge number of restaurants are not going to reopen after the quarantine ends. It looks like there’ll be a lot of space on the market that strong operators like you can take advantage of.”





Relationship Deposits

**Call to build relationships but always have
a reason, something of value you can
share!**





Messaging That Resonates

Your prospects are NOT interested in:

- Your product
- Your services
- Your company
- How great you are
- How long you have been in business
- Whether you're accomplished or credentialed
- The fact that your offering is so unique





Messaging That Resonates

Sell VALUE and INSIGHTS instead of features and benefits.





Messaging That Resonates

Intel = Insights





Messaging That Resonates

Insight & Message Development Challenge:

1. Identify and clarify some insights, compelling and educational things you can share with prospective clients, so that those clients are more likely to meet with you and engage with you.





Messaging That Resonates

Insight & Message Development Challenge:

2. Meet virtually with other sales professionals in your company and compare language notes. Work together to come up with insights – discussion topics – you can use to open doors that are currently closed.





Messaging That Resonates

Insight & Message Development Challenge:

3. Once you have those insights, start working on how you will communicate them. What will you say in an email? What would you say if you call someone on the phone? What will you say about these insights once someone agrees to meet with you virtually or in person when the quarantine ends?





Your Plan for the Recovery



Economic “Winter”





Your Plan for the Recovery

Preparing for Economic “Spring”





Your Plan for the Recovery

Reassess Your 2020 Goals

Blow the dust off your 2020 goals and determine what adjustments are necessary. Do you need to change your action plan in order to make the goals still happen? What is your plan of attack now that some restrictions are being lifted? What will be your plan once we are mostly back to normal?





Your Plan for the Recovery

Work on Your Target Audience

What new clients are you going to target so that you can take advantage of the market upheaval? What do you know about these people? Now is the time to do prospect research so you're ready to attack as soon as the time is right.





Your Plan for the Recovery

Fine Tune Your Message

Think about the messaging you use when prospecting for new clients. Because of the coming churn, do you need to change that messaging at all? Start refining your prospecting messages now so they're ready to go when you need them.





Your Plan for the Recovery

Develop Yourself Now

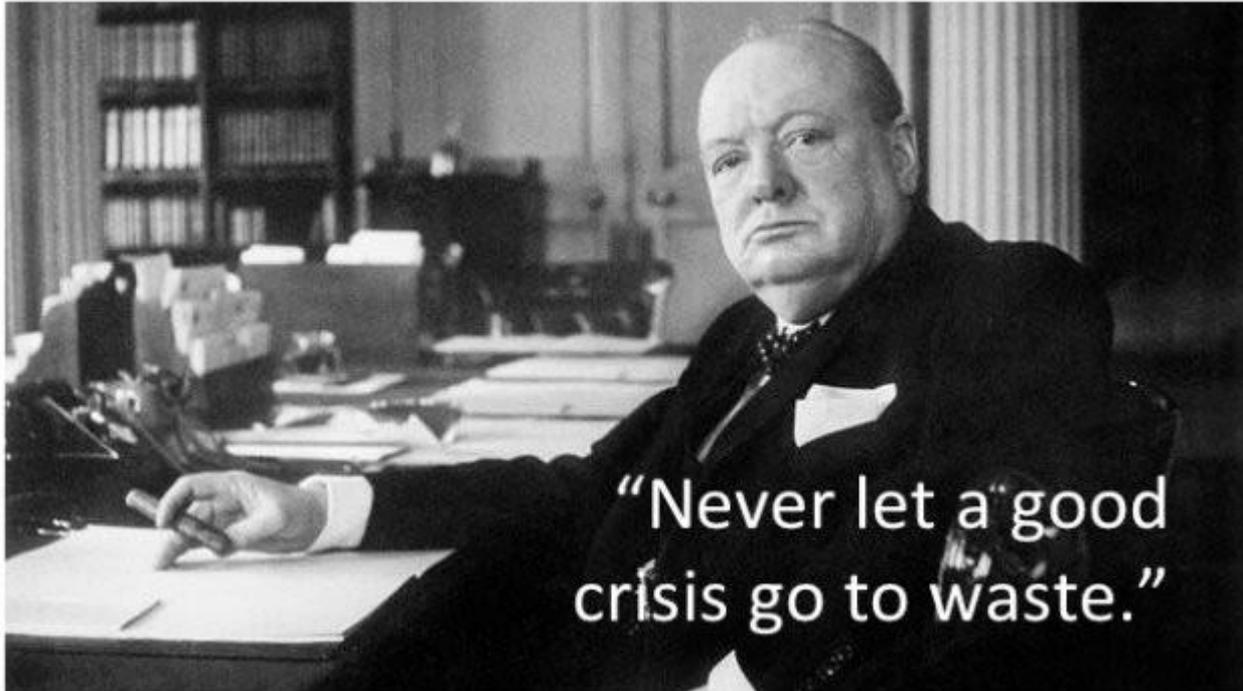
This recent social media post says it all:

“If you ever wanted to work on your project, learn a new skill, read a good book, and the complaint was, “I never had the time,” there's really no excuse now.”





The Need for Urgency





The Need for Urgency

When the Crisis Begins to End...



Time is your enemy!



JUMPSTART *your* **SUCCESS**



We know your small business may be facing challenges during these tough times. **We're here to help boost your online presence and market your business for the next three months for FREE.**

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A Savings of \$1,050!



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First 3 months free when you pay for the next 3 months.





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- **Selling to Large Companies**
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- **Social Media & Prospecting**
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In Closing...

Adversity makes future success possible





Closing



**Best of Success to
You in All Your
Endeavors!**

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