

PERSONAL APPROACH TO COMMERCIAL SALES

Cognigen

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GETTING STARTED

SURVIVAL PACK

BUSINESS CARDS are essential to being in business. It has been said that if you don't own business cards you are not in business. With that said, make sure you have at least a stack of business cards that represent what you do when you are out and about. Be sure that your business cards say what you do. They will represent you when you are not there. Be sure that they tell what you do at first glance. Vague business cards usually get tossed when they don't ring a bell for the viewer as to whom they came from or what that person does. Remember, if you purchase and distribute 1000 business cards, at least 1000 people know you and what you do. It is the cheapest form of advertisement.

BUSINESS FUNCTIONS go hand and hand with business cards. You will find these functions and events are the best way to gain new leads. The Chambers of Commerce have business card exchanges, "percolators" and network affairs all the time for local members and perspective members to attend. If you check your local newspapers you will find that organizations for specific groups meet once a month or once a week. This is where you can meet other business professionals that want to trade leads with you and other net workers. In business, the fair exchange of leads is no robbery. So becoming involved in local civic organizations, toastmasters, etc. to network with local business people is a must!

BUSINESS ATTIRE is a must. Unless you are specifically required to attend a meeting or network affair dressed casually because you may insult the other casual dressers there, always wear business attire. Dressing for success is not just a saying, it is a way of doing business. You don't need to wear a \$2,000 suit to impress someone because that won't get you the deal either. However, business people can tell when you respect them enough to put on your Sunday best. If you can't afford your Sunday best, please be sure and Dress and Press the look for success. Whatever you wear, make sure it's clean and not wrinkled.

WHO IS THE TARGET CUSTOMER?

ACCOUNTS \$250-\$1000 per month in billing revenue are a great place to start. When starting in telecom sales, you will find yourself more comfortable talking to accounts that are billing in this area. You will also find that they are more likely to see you and are a little more receptive to change. These accounts have a little shorter sales closing cycle. The cycle refers to the amount of time it takes from your first contact to having the paperwork signed to begin implementation. The smaller the account, the quicker it gets signed. The larger the monthly billing, the longer it will take to close and the more decision makers you will have to see to close the deal.

WHAT INDUSTRY ARE THEY IN and how to do you get to them is a question that is often asked. Below is list of the types of businesses that will most likely have communications bills in the \$250-\$1000 range. They are not in any particular order.

- Small telemarketing departments
- Answering services
- Advertising agencies
- Leasing companies
- Management consultant companies

- Accounting offices
- Law offices
- Nursing homes
- Staffing services
- Financial planners
- Realtors
- Funeral homes
- Computer consultants
- Risk management consultants
- Payroll companies
- Architect companies
- Insurance agencies
- Executive recruiters
- Fund-raising organizations
- Insurance adjusters

You can find most of these leads in your local phone book or business directory. They are also located in your advertising directories and daily newspapers. The most effective way to find new leads is to drive to a business park, park your car, and get out and knock on doors. You can gain new business cards and meet new people at the same time. Remember, you are only looking for business cards so you can contact the decision maker later.

WHO GOES ON THE NAMES LIST AND HOW TO DEVELOP ONE

DEVELOPING A NAMES LIST is easy now that you know the categories. There are lots of other categories but the ones above will get you started. You can work with a number of people that can help you further increase the list that you are going to cultivate for new business.

FAMILY, FRIENDS AND COLLEAGUES are a great way to generate new leads. There are companies that have developed their entire business based on family and friends. Just the mention of Friends and Family brings back advertisement memories. The reason why that particular campaign was implemented was because it worked. When you make a list of people to contact, make sure you ask the people that are closest to you to help. If they are personally close with at least 2 people that work in key positions at a company and you have 10 close friends, you are on your way to meeting 20 people. Now you have 20 people that will meet with you because you simply know the people that they know. Bring your list of categories to the meeting when you ask for leads.

ASK TO ANALYZE THEIR BILL WITH COGNIGEN'S "BEST RATE CALCULATOR". Once you have a copy of a bill you can enter their actual phone number and the total minutes they used that month, for a FAST and very EASY detailed rate analysis of all our long distance carriers - side by side - in their area. Once completed, simply print out a copy to give them as an analysis. <http://longdist.net/?yourcognigenid>

TELEMARKETING & THE VISIT

Once you have constructed the names list and are ready to contact your prospects, it is important that you develop a script. The script should have a few very important parts. Develop a script so you don't start making things up as you go along and so you don't forget the things that you should say.

Here is an outline, but feel free to make it more natural to fit your style. But whatever you do, don't just wing it!

ATTENTION GETTER

Good morning Mr./Ms. Smith.

(The best way to get someone's attention is to say their name—it sounds good to their ears.) Never say, "How are you?" The truth is you don't really care and it makes you sound like every other telemarketer calling them that morning. If you avoid sounding like everyone else, you should not be categorized in the first 5-10 seconds.

IDENTIFICATION

My name is _____ I am the founder of _____ (*Get right into who you are. Briefly give them your name, title, and who you represent.*)

REASON FOR THE CALL

The reason for my call today is.... Say why you are calling and what you would like to accomplish on this call. You may want to set an appointment, follow up on a referral, tell them about a meeting you just had with their competition, etc. The trick is to gain interest and never try to sell over the phone if you can help it. If they are thousands of miles away, then you have no choice. Always try to meet face to face with your potential customers.

CLOSE FOR THE APPOINTMENT "Mr. Smith, how about we get together so I can show you what I did for ABC Company? I am sure you would like to see where the future technology is headed and where your competitor is going? How's Tuesday at 2:15? (Remember to ask for the appointment. That is the reason for the phone call in the first place.)

GETTING TO THE DECISION maker should be easy. Just ask for them. In accounts that range from \$250-\$1000, you will find that the office is not that big in terms of personnel. In most cases, the decision maker answers the phone or is easy to get to after a few tries. If not, call when you know the gatekeeper or receptionist is not there. That is usually between the hours of 8-9 a.m. and after 5 p.m.. Owners that care about their business are usually there early in the morning and/or late in the evening.

When going on an appointment, make sure that you are there 15 minutes early. Five minutes early, and you are considered rudely late. Leave yourself extra time for getting lost or for that train that may decide to show up while you are in a hurry. Once on the appointment, briefly tell them why you are there and discuss their business. If you see a clear opportunity to make the sale while you are with the decision maker, close the sale. Larger accounts take a little more effort though, and time. Expect a 30-day or longer close period for accounts that are over \$1000.

Q&A FOR APPOINTMENTS FOR PERSON-TO-PERSON SALES

These questions can be tricky so don't try to interrogate the prospect. Here are a few questions to consider:

- Did you make the original decision to pick the communications solutions provider or did someone else have that headache?
- How long have you been onboard with the company?
- Mr. Prospect, does the committee review telecom transitions every two years or once a year?
- How many locations do you have?
- Are you responsible for all locations?
- How are you currently accessing the Internet?
- Tell me a little bit about your current situation... If you could wave a magic wand, what would you have your system do for you now? (This opens a can of worms and if you are fishing for information then you will find it. If you are with the wrong person for a telecom interview, then you will find that out too.)
- What's the future look like for your company's growth?
- Do you plan to add more locations?
- Who is your current toughest competition? (This will give you leads to their competitors.)

In due time, you will develop your own list!

WHAT IF YOU DON'T KNOW THE ANSWER is the question that most concerns almost every newcomer. Well that's okay. The days of knowing it all are over because of the Internet. If something comes up that you don't know the answer to, then say so. "Mr. Prospect, that is a great question. Let me contact our team of experts (sponsors, communication providers, etc) and I will have that answered for you." Customers like to know that you know something, but not everything. It gives them an upper hand and they feel at ease when they are just as smart as you in some areas. Congratulate them on a good question and promise to find the answer. Meanwhile, move on with the rest of the sale.

ENTRY-LEVEL PRODUCTS

GETTING A CUSTOMER NO MATTER WHAT is my motto. If you have a customer that is hesitant about doing business with you for some reason, then gain their trust by offering a less stressful product to close on. Try dial-around services as a savings over the competition. Give them Surf Best and see if they will give up AOL and it's pop-up ads. You may find that they like the service and that they are willing to trust your opinion on more services in the future.

USING THE COGNIGEN TOOLS TO BUILD TRUST is a great way to win customers. The Best Rate Calculator allows you to help them select a Long Distance carrier without pushing just one specific carrier. Consultants usually win in this business. As a consultant you are on the side of the customer, and you don't care who they pick as long as its one your providers.

LET THEM TEST THE SYSTEM by determining what the dial-around numbers (1010XXX) are for one of the carriers that we use. Then make a long distance call from their office using that number so that they can get a sample of how clear the call can be. If the carrier is operating on an open network, this will allow the

customer to sample the system without switching carriers. CogniDial is another great product for them to use without switching carriers.

Here are few open networks:

MCI-Wiltel	1010555
OPEX	1010444
QWEST	1010432

The customer may be billed at a high rate for the one-minute call and you should let them know that. However, they can test the network

OVERCOMING OBJECTIONS.

GETTING READY FOR THE VERBAL FASTBALL is a good idea if you plan to make money in sales. When someone sends you an objection like a fastball, you should catch it and return an answer just as quickly.

Discover what the 6 most common objections are for your appointments or telemarketing calls and find the answer to them. This will avoid you taking the fastball to the face. You can answer them with prepared answers.

Examples:

Prospect: I am happy with Sprint!!!

Response: I am not surprised. They are a great company. I had a few companies say the same thing before they had a chance to see how our products can complement the service that they were currently using.

Prospect on the phone: I am too busy.**Response:** That's the reason why I am calling. I would like to set an appointment for the future.

Prospect: I have never heard of you.

Response: I am an independent representative for Cognigen, which is an Internet-based communications consultant company. We provide Data & Voice Solutions. *(If you are on an appointment, give them a 60-second commercial about who you are.)*

Prospect: I am not interested.

Response: Simply let them know that lots of companies have said the same thing before they have had a chance to see how your products and services can help them in their current business structure.

Develop your own responses and get ready for the top 6-10 objections when you call on a new prospect.

CLOSING THE SALE IS EASY!

Simply ask for it. That's 90 % of the reason why most sales people don't get the sale. They simply walk in the door, do the "Dog and Pony show" and never ask for the sale. During the sale you should be trial-closing with questions that may give you a buying signal. Most importantly, don't leave without asking for the sale. If they say no, find out why. Then work on those reasons and ask again. If it's something that requires you to find more information for the customer to make a decision, then ask if the sale will close at

that time. Trial-close by saying “Mr. Prospect, if we can get this for you exactly the way you want it with all the bells and whistles, then can we do business?” If they say “yes,” the ball is in your court!

WHERE ARE THE FORMS?

CLICK AND SIGN UP the sale so the customer’s information is accurately transferred to the vendor. It is the fastest way to sign a customer up for a sale. Just visit your LD.net/YourCognigenID site, pick the carrier, and sign the customer up. They may get a kick out of you using the Best Rate Calculator and then clicking to sign them up.

USING OFFLINE FORMS is a little more time consuming but some businesses require it. They must have a hard copy of the “New Telecom Deal”. In most cases I don’t blame them, so get ready to carry the offline forms with you to a prospect’s place of business. Those forms can be located on your private site at:

<http://www.ld.net/private/forms.cgi?cogid=demo&password=demo>

GETTING REFERRALS AND REPEAT BUSINESS will keep you from having to contact cold leads and mysterious customers. Once you are in a sales situation, ALWAYS ask for new leads. Ask for at least 3 leads when you are with a customer. Then ask them which one you should contact first and have them call that customer. Tell them that you will be calling soon. Now that’s a really warm lead! If you keep this up, you will never run out of new accounts to prospect every day.