

SEMINAR NOTES

WARREN GRESHES

Prospecting Skills That Work

Prospecting is a critical activity that always leads to more sales, yet most salespeople dislike it. In this fast-paced, entertaining session, Warren Greshes presents a proven system that takes the guesswork out of prospecting. He will show you how to stay consistently motivated, overcome call reluctance, develop a powerful script for setting appointments, keep track of your activity, lower sales resistance, handle the most common objections with ease, and actually enjoy the entire process. If you know you need to do more prospecting, but can't get yourself motivated on a consistent basis, this program will give you the tools and motivation you need.

Warren Greshes started as a salesman in New York City's Garment District, and quickly became a National Sales Manager at the age of twenty-four. By twenty-seven, he was running the entire company. In 1984 Warren moved on to become head of Sales & Marketing for a New York City consulting firm and in two years tripled the company's sales. In 1986, Warren started his own company, and since then has traveled the world delivering keynote speeches and sales training seminars to corporations and associations both large and small. Having been inducted into the Speakers Hall of Fame, Warren Greshes is one of America's most talented sales trainers and motivators.

**How to
Set More
Appointments
& Close
More Sales**



Warren Greshes



Averages & Success Ratio Monitor

Week Of: _____

DIALS	CONTACTS	APPTS. BOOKED	Interviews HELD	SALES	COMMS. (\$)
Tally here the number of dials you make.	Tally here the number of decision-makers you booked over the phone.	Keep track of how many appointments you booked over the phone.	In this column, keep track of the number of appointments you actually completed.	Tally the number of sales closed in this column.	Keep a running count of the commissions from your sales in this column, or total value of sales if you're not on commission.
TOTAL:	TOTAL:	TOTAL:	TOTAL:	TOTAL:	TOTAL:

Averages & Success Ratio Monitor
Week Of: _____

DAY	DIALS	CONTACTS	APPTS. BOOKED	INTERV. HELD	SALES	COMMS. (\$)
Mon.						
Tues.						
Wed.						
Thur.						
Fri.						
Totals:						

Main Points

Your Notes

Successful prospecting calls require a script.

Using a script does not have to sound canned.

Practice and rehearse. True professionals in ALL fields practice, and as a professional salesperson so do you.

A script:

1. **Allows you to control the conversation.**
2. **Allows you to speak on the phone without having to think of what you are going to say.**

Developing a Track

Eight Steps

The whole conversation should be only *30 seconds* long.

After you determine *who* you are going to call and the *purpose* of your call:

1. **Get the prospect's attention by using the prospect's name.**

Main Points

Your Notes

2. Introduce yourself and your company.
3. Repeat the prospect's name.
4. Give the reason for your call and one benefit to the prospect for seeing you. (One line only)
5. Repeat the prospect's name.
6. Ask a "yes" question.

If you get a "no," say, "Thank you very much, Mr./Ms. _____. Have a good day."

Then quickly hang up first. You're polite, but you'll feel better about making the next call.

7. Show enthusiasm!

"That's GREAT! Let's get together..."

8. Ask for a *specific appointment (day and time)*

As a result, you take control the conversation.

Main Points

Your Notes

Also, by giving the time and date, this shows you are busy, and that you have other clients.

If the prospect responds with “no” to the specific time and date suggested, give another option.

You are asking *when*, not *if*.

The prospect could say:

“I already have...”

“I can’t afford it.”

“Could you send me some information in the mail?”

Turning Around Objections

The best way to handle an objection:

“Repeat, Reassure, and Resume”

1. *Repeat* the objection.
2. *Reassure* the prospect that it’s OK to feel that way.

Main Points

Your Notes

3. Then *resume*.

Remember, the only thing you want to discuss is the date and time of the appointment.

You do not want to discuss the objection in detail at this time.

1st Objection: "I already have"

The best thing to say:

"That's great because you understand the benefits of what we do!"

Then:

"But many of my clients said the same thing until *I* was able to show them in person how *I* could...."

Then:

"(Prospect's name), can we get together next _____ at _____?"

Discuss the appointment, not the objection.

Main Points

Your Notes

2nd Objection: "I can't afford it."

This isn't a valid objection because the prospect doesn't yet know the price.

If you argue with the prospect, however, you are assuming that the prospect can afford it and that may not be true.

Say:

"(Prospect's name), I understand what you are saying and many of my clients said the same thing, until I was able to show them in person how they could."

Then:

"(Prospect's name), can we get together next ___ at ___?"

Don't be afraid to use the same turnaround for more than one objection, hearing more than one objection per call is *very* rare.

Main Points

Your Notes

3rd Objection: "Could you send me some info in the mail?"

No one buys from information. But *do* convey to the prospect a message that tells why it's of great benefit to *see you* rather than get information in the mail.

Say:

"(Prospect's name), I would love to send you information. However, when I get there you'll find though that I'm much more qualified than the information to answer any questions you may have."

Then:

"(Prospect's name), can we get together next ___at___?"

You must always end your turnarounds with the specific time and date that you want to set up for the appointment.

Type up your script and the most common objections with their turnarounds, all on the same page, so that they are easy to read and handle.