



## **The Most Effective Sales Strategy For Your Business**

Hello everybody and thank you for coming to our November Lunch & Learn. The subject of this Lunch & Learn is called The Most Effective Sales Strategy For Your Business. The objective for this Lunch & Learn is to reveal the truth about in-person cold calling and how to take advantage of this sales strategy. Before we began are there any questions?

### *The truth about in-person cold calling.*

Truth #1: Sales people are the most effective weapon for large companies.

Truth #2: Cold calling means having a positive mindset.

Truth #3: The most precious asset you possess is time. Use it wisely.

Now lets talk about the first truth.

### **If Business is like War, then marketing is your army.**

Like all good army's, you need a variety of weapons to defeat your enemy. You would not rely on only one weapon in battle. Same with marketing, you would not rely on one marketing weapon. Rather you will rely on several with each one performing a specific task. Now In business as in war, the most effective weapon is the foot soldier. The army may employ planes equipped with bombs, cannons, tanks and other expensive weapons designed to achieve specific goals. But it is the foot soldier that gets up close and personal with the enemy. It is the soldier that really knows what is happening on the battlefield. This is also true in business. A business will employ television commercials, radio commercials, large scale mailing campaigns, and a host of other weapons all designed to generate sales. But again, it is the sales person that achieves

the best result. The use of sales people is the best way for companies to interact face to face with its clients. As proof of this fact, here are some statistics.

- Xerox has 67,8000 employees worldwide and 27,000 are sales people
- Cisco has 36,000 employees worldwide and 15,000 are sales people
- Citigroup has 255,000 employees and 100,000 are sales people
- American Express has 75,500 employees and 25,000 are sales people
- Conesco has 140,000 employees and 130,000 are sales people
- Prudential Insurance has 54,000 employees and 20,800 are sales people
- Avon has 4 million sales people
- Amway has 3 million sales people
- Mary Kay has 950,000 sales people

Now what does this list reveal? These facts reveal that some of our country's most successful companies rely on sales people as its most powerful weapon. Take Cisco for example. We know Cisco manufactures routers and switches, which are used to control the flow of information on the Internet. Now could you imagine Cisco devoting all its marketing energy to producing commercials and sending out direct mail? Imagine reading a five-page brochure trying to explain what they sell and why you need to buy their products. The only way to effectively sell a sophisticated product like this is with sales people. A sales person meeting face-to-face with the potential client is the best way to establish trust in a company and in its products and services. With that said, you guys are your best weapon and you should be meeting face to face with your clients as often as possible. Okay, now the second truth.

## **#2 Cold calling means having a positive mindset.**

To have a positive mindset for In-person cold calling means you must have faith in these basic truths.

1. Success is behind every door.
2. You have what they need, therefore you're helping them.
3. Walk into every business just like you would walk into a church.

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Success is behind every door. Simply put, when you step through the door of a business to make a cold call, this act alone constitutes success. Because nothing positive can happen until you step through that door. Your presentation may not be great. You may be feeling under the weather. You may be tired or just plain scared. But by overcoming these challenges and going through the door, you have begun down the road of success.

You have what they need. When you have identified those businesses that will benefit from your product & service, then it is imperative you speak with confidence about your product or service. You are not just coming in off the street selling toys. You are taking time out of your busy day to share information with them that will greatly help their business. Your job is to make them understand this. If they see you as a professional who is really there to share information they can use to help their business, then you will have achieved even greater success.

Walk into every business just like you would walk into a church. Although you are there to help that business, even though your product or service can greatly increase the effectiveness of that business, the fact remains you are in their sanctuary. You have come without invitation, without warning and without being asked. It is imperative you make a great first impression. Based on my own experiences, the best way to make a good first impression, one that commands respect and attention is first being patient and then being polite. When you walk into a business, walk in quietly and softly. If at all possible, wait for someone to speak to you. The reward for waiting is simple. The way you are addressed will determine how you respond back. By imitating their tone, attitude and to some extent personality, you are able to gain a favorable first impression and if the conversation develops you will end up controlling the flow of conversation without ever being rude or impolite. Cold calling forces you to become a better salesperson because it teaches you to read people. You have to turn cold calling into

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an exercise or game. For example, before you walk into a business you can say to yourself, this time I will get them to talk with me for 15 minutes. Or this time I will get them to ask me 5 questions about my company or product. Through repetition and hard work you will improve and grow. Now are there any questions about what I just covered?

### **Truth #3 The most precious asset is your time.**

If fortune 500 companies are devoting 50 percent or more of its marketing dollars on employing sales people, then why doesn't the small businessperson do the same? Here is a simple formula that can be used for any small business. Taking a look at everything you do in your business and dividing these activities up like a pie. It should look like this.

1. 50% of your activity should be spent on marketing.
2. 30% of your activity should be spent on servicing your clients.
3. 15% of your activity should be spent on administrative work.
4. 5% of your activity should be spent on research and development.

So, with this in mind, lets examine a 40-hour work week. 20 hours should be spent on marketing. 12 hours should be spent servicing the clients. 6 hours should be spent on administrative work and 2 hours should be spent on research and development.

Now if you decide to follow this example and devote 20 hours to marketing, then how much do you devote to in-person cold calling? Speaking from a salespersons point of view, successful salespeople strive to spend about 80% of their time meeting with clients and potential clients. They hate paperwork, traffic or anything that keeps them from meeting face to face with decision makers. Since most of us cannot afford to hire salespeople, it is up to us. So here are some basic tips to help keep you meeting clients and potential clients.

1. Focus on one area at a time. Don't drive all over town. (give example)
2. If possible, focus on one or two specific industries. (give example)
3. Commit to a schedule and stick with it. (give example)

Now this ends the first part of the lunch & learn. Are there any questions about the information I just covered?



## Perfecting your In-Person cold calling strategy.

Now let's discuss how to perfect your in-person cold calling strategy.

### Cold-Calling as a research method.

First let's look at cold calling as a research method. Cold calling for research is just that. You are walking into a home or place of business to learn as much as possible so that you can prepare an effective sales strategy for the future. Now depending on your business, the information needed will vary, but here is a simple list of the types of information you are looking for.

1. What the organization does.
2. How large is the organization.
3. Whether this is the headquarters or a branch operation of another organization.
4. The name of the key decision maker
5. The correct name, address, phone number and web site of the organization.
6. Is there a need or desire for your product and service?
7. Are they using a competitor's product at this time?
8. What is the best way and when is the best time to reach the decision maker?
9. If there is a need, when will they be ready to purchase.

If you're able to get answers to all nine of these questions then you had a successful cold call. With this information, it is obvious you will have a greater chance of creating a sale with this person or business. We all know information is power, and since we're in the business of selling, information about our prospects is the real key to making a sale.