Fanatical Prospecting for the Channel

The Way to Build Pipelines in Today’s Hyper Competitive Marketplace
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2016 ChannelPro Visionary

- Fanatical Prospecting for Tech
- Sales EQ
- Adaptive Partnering
- Situational Coaching
- Empathy Training
- Partner Readiness (including Cloud Readiness)
- Territory Planning & QBR Effectiveness
- Leadership EQ
- Business Guidance Selling (Selling Outside of IT)
- Adaptive Mentoring
- Channel Building and Onboarding Acceleration
- Adaptive Customer Service
- Strategic Account Management
- Adaptive Messaging
- Delivering Legendary Customer Experiences
- Adaptive Discovery Questions

@ChannelEQ
@klubner
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20% Discount with Code: XCHANGE2017

Starts 10-5-17
The 6 Realities of Your World
Stop PITCH Slapping Your Prospects

People Buy for Their Reasons. Not Yours.
<table>
<thead>
<tr>
<th>Common work activities in a sales capacity</th>
<th>Hours Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>General administration / paperwork</td>
<td>5.1</td>
</tr>
<tr>
<td>Business travel</td>
<td>4.5</td>
</tr>
<tr>
<td>Lunch, breaks, personal business</td>
<td>4.4</td>
</tr>
<tr>
<td>Sales Meetings with Prospects</td>
<td>3.3</td>
</tr>
<tr>
<td>Sales Calls to Current Customers</td>
<td>2.7</td>
</tr>
<tr>
<td>Internal Phone Calls</td>
<td>2.6</td>
</tr>
<tr>
<td>Sales calls to prospects</td>
<td>2.2</td>
</tr>
<tr>
<td>Personal Training</td>
<td>2.2</td>
</tr>
<tr>
<td>Handling Mail</td>
<td>1.8</td>
</tr>
<tr>
<td>Internal meetings</td>
<td>1.8</td>
</tr>
<tr>
<td>Sales coaching</td>
<td>1.5</td>
</tr>
<tr>
<td>Time planning / strategizing</td>
<td>1.3</td>
</tr>
<tr>
<td>Business Lunch / Sales Socializing</td>
<td>1.3</td>
</tr>
<tr>
<td>Running or attending sales meetings</td>
<td>1.1</td>
</tr>
<tr>
<td>Running or attending staff meetings</td>
<td>1.1</td>
</tr>
<tr>
<td>Reading - professional</td>
<td>1.1</td>
</tr>
<tr>
<td>Filing</td>
<td>0.9</td>
</tr>
<tr>
<td>Training</td>
<td>0.8</td>
</tr>
</tbody>
</table>

*NOTE: Data is from respondents who tracked these activities. Not all respondents tracked all activities. Do not add the column. (Source: Pace Productivity Inc.)
The Pipeline has Changed

6-10x More is Needed
Buyer’s Journey has Changed

6 Stages

60%

Emotions vs Logic
Selling Outside of Your Comfort Zone
In 1968, 56% of people said that most people can be trusted.

In 2015, only 30% said that most people can be trusted. (Associated Press and GfK)

Only 20% of millennials believe that most people can be trusted. (Pew Research)
Power of Adaptability
$125/hr

$208/hr

$120/hr
Power of Relationships in Prospecting
Why is EQ so important?

Your Perspective

Connect

Discover

Bridge

Ask for the Next Step

Turn Around Objections

Prospect’s Perspective

Do I like you?

Do you listen to me?

Do you make me feel important?

Do you get me and my problems?

Do I trust and believe you?
Relationships Help you Connect to LOB Personnel & Their Issues
The Brutal Reality
The *number one* reason for failure in sales is an empty Pipeline.
Each year, you’ll lose 14% of your customers.

Lesson: Never stop prospecting.

Source: BusinessBrief.com
The average salesperson only makes 2 attempts to reach a prospect.

Source: Sirius Decisions
How Do You Turn this Around?
EVERY Person MUST Adopt a CEO Mindset

» Own your pipeline
» Own your time
» Own your territory
» Own the grind – success is paid for in advance
A Balanced Business Development Methodology

- Telephone
- Email
- Inbound Leads
- Social Media
- Text
- Networking Referrals
What do Super Prospectors Know?
The Two Most Important Emotions in Sales

Confidence

Enthusiasm
A Paradox of Basics

The more you prospect, the luckier you get.
The 30 Day Rule

Predict the Future
Face to Face with the Law of Replacement
Riding the Desperation Roller Coaster

1:10 Closing Ratio
The Universal Law of Need

The More You Need the Deal, the Less Likely You Will Close It
4 Tactics & Frameworks
Game Changer

Time Blocking and Hortsman’s Corollary
Simple. Powerful.

Efficient + Effective = Productive
In the Age of Transparency

It’s difficult to differentiate when everything looks the same . . .
Prospects only give their up time when you offer:

» Emotional Value

» Insight or Engage Curiosity

» Tangible Value

Prospects want to feel that you get them and their problems (emotional and logical), or are at least trying to get them, before they’ll agree to give up their time to meet with you.

The most effective way to craft the right message is to simply stand in your prospect’s shoes. Consider what might be important to them. Consider how you might feel in their situation.
HINT: Capitalize on vertical strength expertise

<table>
<thead>
<tr>
<th>Accounting</th>
<th>Construction</th>
<th>Education</th>
<th>Public Sector</th>
<th>Healthcare</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Security</td>
<td>• Collaborative power</td>
<td>• Cost effective</td>
<td>• Private</td>
<td>• Access from anywhere</td>
</tr>
<tr>
<td>• Agility</td>
<td>• Agility</td>
<td>• Accessibility</td>
<td>• Secure</td>
<td>• Service efficiency</td>
</tr>
<tr>
<td>• Competitive</td>
<td>• Agility</td>
<td>• Mobility and consistency</td>
<td>• Rich collaboration</td>
<td>• Rich collaboration</td>
</tr>
<tr>
<td>advantage</td>
<td>• Agility</td>
<td>• Easily managed</td>
<td>• Leverage custom</td>
<td>• Improved margins</td>
</tr>
<tr>
<td>• Future proof</td>
<td>• Agility</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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<tr>
<th>Manufacturing</th>
<th>Insurance</th>
<th>Legal</th>
<th>Real Estate</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Cross-functional visibility</td>
<td>• Real-time collaboration</td>
<td>• Ease of collaboration</td>
<td>• Latest inventory</td>
<td>• Real-time insight</td>
</tr>
<tr>
<td>• No-cost upgrades</td>
<td>• Cross-functional visibility</td>
<td>• Cross-functional visibility</td>
<td>• Unified marketing</td>
<td>• Lower costs</td>
</tr>
<tr>
<td>• Higher user adoption</td>
<td>• Cross-functional visibility</td>
<td>• Cross-functional visibility</td>
<td>• Client portal</td>
<td>• Scalability</td>
</tr>
<tr>
<td>• Consistent data</td>
<td>• Cross-functional visibility</td>
<td>• Cross-functional visibility</td>
<td>• Team portal</td>
<td>• Operational efficiencies</td>
</tr>
</tbody>
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HINT: Capitalize on vertical strength expertise
5 Step Telephone Prospecting Process

1. Get the person's attention
2. Identify yourself
3. Give the reason for your call
4. Bridge to a Because
5. Ask for What You Want

Simple – Direct - Confident
The Magic Word
Brainworks: Dealing with RBOs

» Reflex Responses
» Brush-offs
» Objections
10 Words That Changed My Career

When it’s Time to Go Home, Make One More Call
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