

RUNNING A TOP NOTCH EXPLORATORY CALL.

Using the Exploratory Call to Excite and Qualify



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Full training series available at
www.davidweinhaus.com/sas (in beta)

Password: sprocket

Find 'Additional Learning Resources' as well

Look for formal release within Academy Q2

Running a Top Notch Exploratory Call

Part 1 (previous session) – “The Exploratory Call Discussion Guide”

- The flow of the Exploratory Call from front to back

Part 2 (this session) – Using the Exploratory Call to Excite and Qualify

- How to use the Exploratory Call to excite and qualify the prospect

AGENDA

1. Why excite and qualify
2. How to excite and qualify
3. Next steps

1 WHY EXCITE AND QUALIFY?

WE TAKE A NATURAL CONVERSATION PATH THROUGH THE EXPLORATORY CALL

- Begin the call
- Review the company & organization
- Assess need & timing
- Cover why you and why inbound
- Close the call and advance the sales process



Need

&

Timing

are at the
heart of the
exploratory call



However,
**determining
need and
timing** can be
tricky.....

Prospects don't
always reveal their
need

Or they may not have
thought through it
themselves

To truly understand need & timing...

...it helps to excite and qualify the prospect

Exciting nurtures
enthusiasm and
open communication



Qualifying surfaces
true need and
timing

2

**BEST PRACTICES OF
EXCITING AND
QUALIFYING**

EXCITING & QUALIFYING BEST PRACTICES

- Excite a prospect using Inbound Tips
- Qualify a prospect using the BANT Framework
- Decide which to do first on your call – excite or qualify

EXCITING & QUALIFYING BEST PRACTICES

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How have you tried to get your prospect excited about Inbound in the past?

With which of the following?

- a) A Presentation*
- b) A Demonstration*
- c) A Conversation*
- d) A Conversation based on Inbound Tips*



How have you tried to get your prospect excited about Inbound in the past?

A conversation based on Inbound Tips is an especially effective way to get prospects excited.

Building excitement for inbound using inbound tips

Let's run through an example.

Online IT Video Training Courses | Elearning Online | LearnKey - Mozilla Firefox

File Edit View History Bookmarks Tools Help

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Illustrator CS6 See how easy it is to quickly rename layers directly in the layers panel without a dialog box.

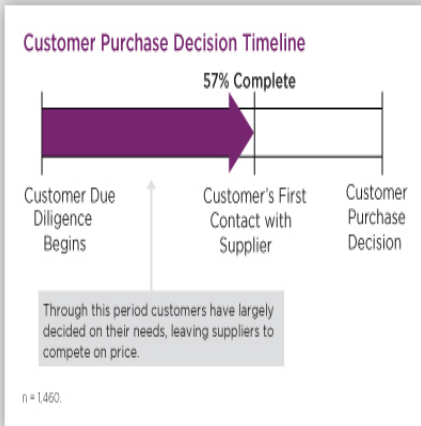
Introducing the concept of Inbound



57% of the purchase decision is complete before a customer even calls a supplier.

What are you doing about it?

Download Customer Qualification Assessment



Source: <http://bit.ly/ceb57percent>

Inbound Tip – Give:

“Mr. Prospect, the latest research indicates that 57% of the purchase decision is complete before a prospect even contacts the supplier. This is a huge shift. Prospects have far more power than they used to. However, it also represents an opportunity. If a company can get in front of prospects well before the 57% point, it can really differentiate itself. The way to get in front of prospects before the 57% is using great content.”

Get:

“I’m wondering, is this trend relevant to your target customer? Are your prospects doing research online well before you hear from them? Is it important for you to get in front of prospects earlier? Why?”

Giving a tip to increase visitors

The screenshot shows a blog post on the LearnKey Community Blog. The header includes the site name, navigation links for 'Events • Tutorials • Insights', and a 'Back' link. The post is titled 'Discovering The Common Core' by Wyatt, dated Feb 07, 2014. It features an 'Editor's note' and two paragraphs of text. The right sidebar contains a search bar, social media links for Facebook, Twitter, and YouTube, and a list of categories and archives.

LearnKey
Community Blog

Events • Tutorials • Insights

Back

Posts Tagged 'Education'

Discovering The Common Core

by Wyatt - Feb 07, 2014

Editor's note: This post is the second part of a three-part series, in which our Director of Content Development shares his quest to understand one question: Is LearnKey aligned with the Common Core? (Read part one: [In Search of the Common Core](#))

I live and breathe exam objectives; whether they are Adobe, CompTIA, Cisco, Microsoft, or others it is part of my job to ensure that our experts and our production team are working from the most recent version of the objectives for any given certification. I am a big fan of efficiency as well, so I don't like reproducing material unless it is necessary; but I also understand that sometimes a Cisco networking objective and a CompTIA networking objective might not line up 100%. So, in general if we decide to repurpose any existing content we try to keep it within the same certification family.

My first exposure to the Common Core was from this 'objective' perspective, and quite honestly it terrified me. Our sales staff was being asked about our alignment with the core and they approached it from the same direction—how does our existing content meet the objectives of the core? I recall our initial strategy calls all ending with the action of 'our courses need to map to the core.' This presented me with a personal quandary; I knew (somehow even before I had actually read the standards) that there was no way I could take an existing LearnKey course

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Search...

Categories

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- New/Upcoming Releases
- Promotions
- Testimonials
- Tutorials

Archives

- February 2014
- January 2014
- December 2013
- November 2013
- October 2013
- September 2013
- August 2013

Inbound Tip – Give:

“Mr. Prospect, I notice you are doing a great job blogging with frequency. Well done! Would you like a tip to drive even more traffic?.... You should try including some keywords in your blog posts titles...this will help your posts get properly indexed by search engines and you'll start showing up in more searches.”

Get:

“I'm wondering, is it important for your business to drive more website traffic? Are you driving the right kind of traffic today? Have you discussed trying to ramp up your content creation efforts? What has held you back? What impact would increased traffic have on your business?”

Giving a tip to convert visitors to **leads**

The screenshot shows a blog post from LearnKey Community Blog. The header includes the site name, navigation links for 'Events • Tutorials • Insights', and a 'Back' button. The post is categorized under 'Education' and is titled 'Discovering The Common Core' by Wyatt, dated Feb 07, 2014. An editor's note is present, followed by the main text of the article. On the right side, there is a sidebar with a 'SUBSCRIBE TO OUR RSS FEED' link, social media follow buttons for Facebook, Twitter, and YouTube, a search bar, and a 'Categories' list including Certification News, Education, Events, Insights, Just For Fun, New/Upcoming Releases, Promotions, Testimonials, and Tutorials. Below that is an 'Archives' section with a list of dates from February 2014 back to August 2013.

Inbound Tip - Give:

“Ms. Prospect, you are doing a great job blogging, but I’m going to venture a guess that your conversion rates aren’t as high as you’d like. I have a tip for that... You should include a call to action at the end of every blog article....”

Get:

“I’m wondering, how are your conversion rates? What does your ideal lead look like? Have you discussed some leads goals this year? How is it going?”

Giving a tip to convert leads to **customers**



The screenshot shows a blog post from LearnKey Community Blog. The header includes the site name and navigation links for Events, Tutorials, and Insights. The post is titled "Discovering The Common Core" by Wyatt, dated Feb 07, 2014. It features a "Back" link and a "Posts Tagged 'Education'" section. The main text begins with an "Editor's note" and a paragraph discussing exam objectives. A sidebar on the right contains a "SUBSCRIBE TO OUR RSS FEED" link, social media follow buttons for Facebook, Twitter, and YouTube, a search bar, and a "Categories" list including Certification News, Education, Events, Insights, Just For Fun, New/Upcoming Releases, Promotions, Testimonials, and Tutorials. Below the categories is an "Archives" section with a list of months from February 2014 to August 2013.

Inbound Tip – Give:

“Mr. Prospect, if you begin to convert more leads and at an earlier point in their buying process and start to nurture them, you can shorten your sales cycle. Were you aware that nurtured leads have a 23% shorter sales cycle? Nurturing leads can also encourage your sales team to become more educational and consultative in nature as they will encounter leads earlier in the buying process.”*

Get

“How are you currently nurturing and segmenting leads? Tell me about your sales process? Are you happy with your connect and close rates? How do your reps currently handle inbound leads?”



Warning: For best results use these tips in the context of the conversation, not just rapid-fire one after the other

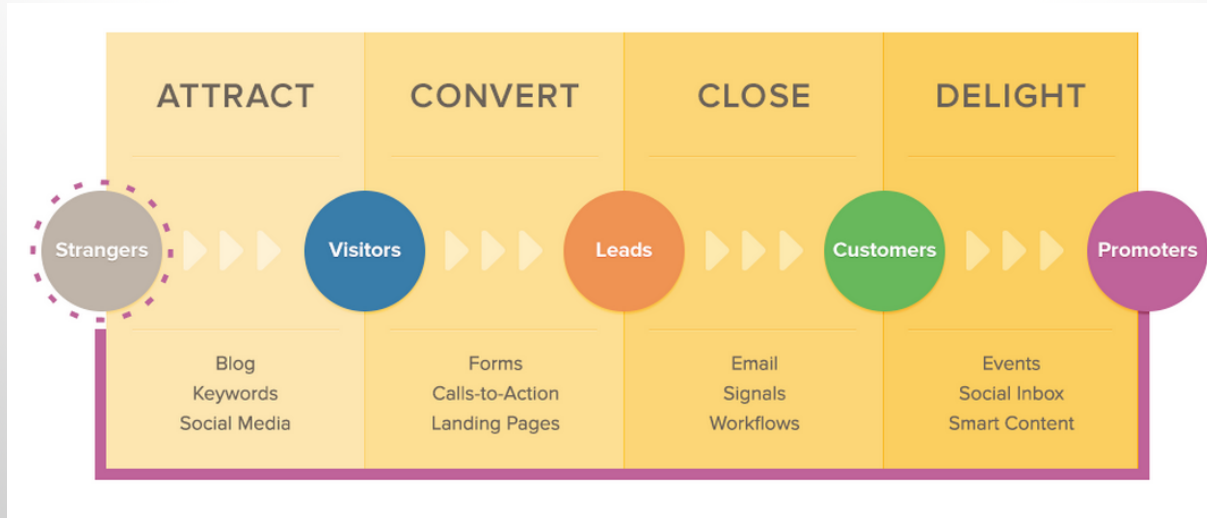


What techniques were just demonstrated to excite the prospect?

Answer: See next slides!

Techniques demonstrated giving Inbound tips

1. We purposely laid out tips across the Inbound Methodology



Techniques demonstrated giving Inbound tips (continued)

2. We made our tips specific and meaningful to the prospect
3. We did more asking than telling
4. We aimed to touch a nerve (politely)
5. We held off proposing a full solution just yet

Make sure to add the tips to your Exploratory Call close and recap letter

- “*In addition, here are **the 3 recommendations** [Inbound tips] I made....”
- add to your call close and recap letter***
- In your recap letter add a few blog articles to support your tips as well.

**See Exploratory Call part 1 of the close script and recap letter format

EXCITING & QUALIFYING BEST PRACTICES

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Qualifying in sales



Qual-i-fy
/kwälə|fī/
verb

In selling, the process of determining if a certain prospect has characteristics that qualify them to advance in the sales process

Qualifying ultimately helps the agency *and* the prospect



- Do they need help?
- Are they interested in help?
- Can we help?

HOW TO QUALIFY A PROSPECT:

- 1 Use BANT
- 2 Assess Need, which is trickiest element of BANT
- 3 Reality check Timing



USE BANT

QUALIFY USING THE BANT FRAMEWORK

Does your prospect meet the following criteria?

- **(B)udget** – Does the prospect have the budget to afford your services?
- **(A)uthority** – Are you dealing with a decision making authority?
- **(N)eed** – Does the prospect have a compelling need?
- **(T)iming** – Is there an urgent reason to buy now (or soon)?

DETERMINING BANT THROUGH QUESTIONS

The best way to determine BANT is through questions. Some examples are below

(B)udget –

- What marketing do you invest in today?

(A)uthority

- Tell me about your role in the company?

(N)eed

- What are some key initiatives you are working on?

(T)iming

- What is the most critical date on your calendar? Why?

For a list of great BANT related questions, see the [Exploratory Question Guide](#) (in Additional Learning Resources Section)



Think of the name of a recent prospect of yours. How would you rate the overall BANT of the prospect on a scale of 1 to 10?

1 = This prospect is never going to buy

10 = The prospect will buy this afternoon

BANT is a great framework to rate and rank prospects

If a prospect has a low BANT...

- Deprioritize
-or....
- Probe deeper to uncover if BANT should be higher

If a prospect has a high BANT

- Spend more time and effort with this prospect

2

**ASSESS NEED, WHICH IS
THE TRICKIEST ELEMENT
OF BANT**



A prospect says ‘I need more leads from my site yesterday. Growing my business is important to me.

Does this prospect have qualified Need?

No – see the next few slides!

PLAY DETECTIVE TO UNCOVER NEED

1. Uncover **GPC** –the Goals, Plan, Challenges of the prospect
2. Determine the **cost of inaction** – the cost to the prospect of *not* changing

PLAY DETECTIVE TO UNCOVER REAL NEED

1. Uncover **GPC** –the Goals, Plan, Challenges of the prospect
2. Determine the **cost of inaction** – the cost to the prospect of *not* changing

A prospect with real need will have good GPC

What good GPC sounds like (example):

SPECIFIC, MEASURABLE, TIME-BOUND, HAS CONSEQUENCES

“We need to grow revenue 25% by year end. If we don’t, we won’t be able to fund our new expansion. If this doesn’t happen, we’ll see management shake-ups by the board. If I can increase website sales by 15% that will help. PPC and SEO haven’t worked for me. I need something better.

What weak GPC sounds like (example):

GENERAL, NOT TIME-BOUND, NOT ALWAYS REALISTIC

“My competition is heating up. My website is not helping me drive enough leads and I need more leads yesterday..

GPC is uncovered through questions

- For some great questions to help uncover prospect GPC and the consequences attached, see the **Exploratory Question Guide** (in Additional Learning Resources).

PLAY DETECTIVE TO UNCOVER REAL NEED

1. Uncover **GPC** –The Goals, Plan, Challenges of the prospect
2. Determine the **Cost of Inaction** – the cost to the prospect of *not* changing

David's favorite question in the sales process – the Cost of Inaction

“Have you ever considered doing more of what you are doing today as a way of reaching your goals?...

Why not?”

* For more great questions on the Cost of Inaction, see ‘Why the Cost of Inaction Needs to Come Before ROI’ from Inflexion Point – <http://bit.ly/costofinactionvsROI>

3

REALITY CHECK TIMING

Use compelling reasons to reality check timing

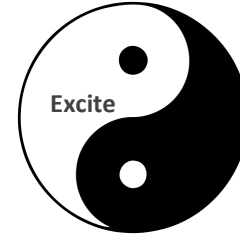
To reality check whether **timing** is strong, ask yourself “What is the compelling reason for this company to do business with me **now?**”

*For more on Compelling Reasons, see [Know Their Compelling Reasons](http://bit.ly/knowtheircompellingreasons) from Dave Kurlan
–<http://bit.ly/knowtheircompellingreasons>

EXCITING & QUALIFYING BEST PRACTICES

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WHICH COMES FIRST – EXCITE OR QUALIFY?



Reasons to Qualify first

- Prospects are often most open early in the sales process.
- The sooner an agency qualifies, the better it can use its time efficiently.
- Ironically, good and tough questions usually help excite a prospect

Reasons to Excite first

- If the prospect is in a reserved state of mind, they might be unwilling to share before being excited

So what's the answer – which comes first?



Lean towards qualifying first. It is the more difficult of the two and very aligned with success. However, they are intertwined (the Give/Get is an example).

Read the situation and use your best judgment.

Either way, make sure to do **both** in your call.

EXPLORATORY CALL ROLE PLAY

The screenshot shows the homepage of Avicenna Laser Technology, Inc. The header features a navigation bar with buttons for DOCTORS, TRAINING, MARKETING, LICENSING, and JOINT VENTURE. Below this is the phone number 1-888-AVI-LASER and links for Success Stories, Media Room, Blog, and FAQs, along with a SHARE button. Social media icons for YouTube, Facebook, and RSS are also present. The main banner includes the Avicenna logo, the text "Class IV High Power Laser Therapy Revolutionizing Pain Management", a group of people jumping, and a CE FDA logo. A search bar is located on the right. The navigation menu includes Home, The Laser, Patient Care, Support, Medical Professionals, Doctor Locator, About Us, and Contact Us. The main content area features a welcome message: "Welcome to Avicenna Laser Technology, Inc. The Inventors of Class IV Laser Therapy". Below this is a video player titled "HIGH POWER LASER THERAPY VIDEO" showing a person using the laser device. A "DOCTOR NEWSLETTER SIGN-UP" button is located at the bottom right.

DOCTORS TRAINING MARKETING LICENSING JOINT VENTURE

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Class IV High Power Laser Therapy
Revolutionizing Pain Management

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Welcome to Avicenna Laser Technology, Inc.
The Inventors of Class IV Laser Therapy

Avicenna Laser Technology, Inc. invented the first commercial Class IV High Power Laser Therapy device in 2003. By the end of 2003 Avicenna also became the first company to receive FDA clearance and is now widely known as the pioneer of Class IV High Power Laser Therapy. The Avicenna Class IV High Power Laser was designed from the ground up to be a therapeutic medical laser. Therapeutic lasers are designed to bio-stimulate tissue healing.

HIGH POWER LASER THERAPY VIDEO

Avicenna High Power Laser Therapy

0:00 / 8:43 YouTube

DOCTOR NEWSLETTER SIGN-UP

For an example of both exciting and qualifying on a single call, check out the Corey and David recorded Exploratory Call role play (in Additional Learning Resources).

3

NEXT STEPS.

NEXT STEPS

1. Review the Exploratory Call Role Play (in resources)
 - Identify concepts from this training demonstrated in the call
 - Assess the call and review with your CAM

NEXT STEPS

2. Select an upcoming scheduled Exploratory Call
 - Complete as much as possible of the Opportunity Review Worksheet (in Additional Learning Resources) before and after the call
 - Use the Worksheet to:
 - Game plan with your CAM before the call
 - Assess the call with your CAM after the call

Full training series available at
www.davidweinhaus.com/sas (in beta)

Password: sprocket

Find 'Additional Learning Resources' as well

Look for formal release within Academy in Q2

RESOURCES

1. Exploratory Question Guide

<http://bit.ly/exploratoryquestionguide>

2. Exploratory Call Role Play:

<http://www.davidweinhaus.com/exploratory-call-role-play>

3. Opportunity Review Worksheet:

<http://bit.ly/OpportunityReviewWorksheet>

THANK YOU.

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