# The Connect Call Lab

*Open the Sales Conversation and Book the First Meeting*

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# The Successful Selling for Agencies series

1. **Successful Agency Selling Introduction - On Demand**
   *Position Your Agency For Growth*

2. **Running a Top Notch Exploratory Call - Part 1 - On Demand**
   *The Exploratory Call Discussion Guide*

3. **Running a Top Notch Exploratory Call - Part 2**
   *How to Excite and Qualify Your Prospects*

   **Today's Session!**

4. **Live Lab: Agency Grader - Jan 12**
   *How to Use the Agency Grader to Improve Your Agency*

5. **Proactive Prospecting - Jan 19**
   *Stand Out and Connect with Prospects*

6. **Live Lab: The Connect Call - Jan 26**
   *Open the Sales Conversation and Book the First Meeting*

# 1 Why The Connect Call?

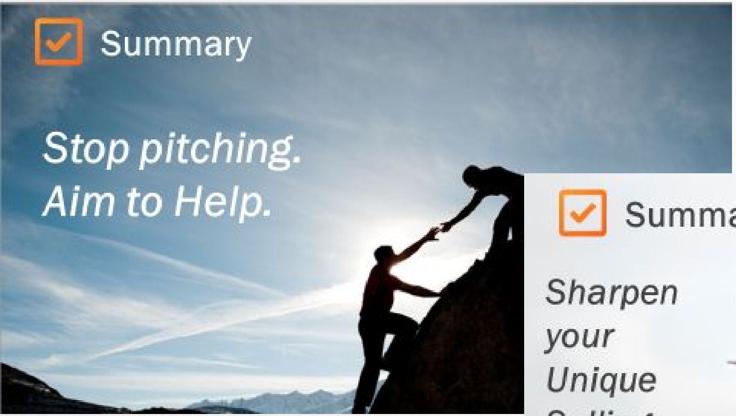
# Reminder from previous sessions

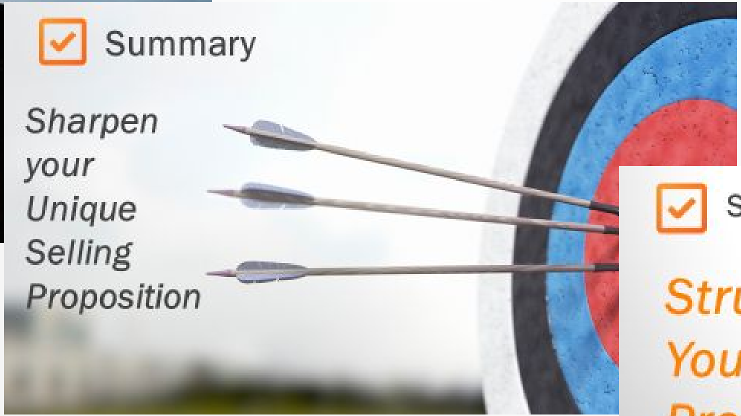
We are NOT looking to be just a **'vendor'** to clients



# Reminder from previous sessions

We are looking to be a **<u>‘growth partner’</u>**




# Reminder

To do this we need we need to get in front of the right type of clients

***But it’s not easy***

# Reminder

## So we use Proactive Prospecting to connect with prospects

**Target**
good fit prospects

Have a good
**Reason**
For contacting

**Add**
Value

Offer a compelling
**CTA**
In order to connect

# NOW IT'S ....TIME TO CONNECT WITH THE PROSPECT

# In other words...

“Uh oh, they picked up the phone, now what!?

This session will focus on the connect ‘call’

The most common way of connecting and scheduling a first meeting is still the telephone

# Learning objectives - open the call like a growth partner

- Review how to open the Connect Call
- Review how to address resistance
- Learn how to probe for pain
- Learn how to close the call and tee up the first meeting

*Including real soundbites and role plays!*

# 2 The Connect Call

# Poll Question

**Who do you most often call on when prospecting?**

1. **Inbound leads** - leads that download something on my site
2. **Sourced leads** - leads that I source from the web, social, or lists
3. **I don’t prospect** - I’m good with word of mouth/referral biz
4. **I don’t prospect -** but I should be!

# Let's ***ROLE PLAY!***

*Today we are The Jones Agency.*

## ***The Jones Agency***

- Medium sized agency
- Specialize in traffic and lead generation
- Focus on small and medium specialty b2b, including manufacturing

# We’ll be calling on SplashTacular


What we can gather before the call**

- b2b waterpark mfr.
- 100 person company
- Owner - name is Ty
- New website but no optimization, content, CTA, or adwords
- Recently sold a couple big attractions to Six flags

****SplashTacular is a real company but all details in this scenarios including names, roles, sizes, and facts are 100% fictitious.**

# The Connect Call Outline

The call runs slightly different whether you're calling…

1. Sourced Leads…or…
2. Inbound Leads

Why don't we role play one or both of these scenarios?

Do we have a ***volunteer*** *to play Ty?*

**If Ty is an inbound lead**

- He downloaded an eBook from our website this morning– Lead Generation Mistakes that Manufacturers Make

**If Ty is a sourced lead**

- He's never heard of Jones Agency before

**Ring, ring....**

*Ty: Ty here...*

**What do you say next????**

# The Connect Call Outline

- ☑ **Open the call**
- ☑ Address resistance and build credibility
- ☑ Probe for pain
- ☑ Book the Exploratory Call

# Opening the call

The call runs slightly different whether you're calling…

## 1 Sourced Leads

## 2 Inbound Leads

**Get their full attention**

**Get permission to continue**

**State our purpose**

**Start a dialogue**

Sourced Leads:

- Soundbite
- Soundbite
- Soundbite
- Soundbite

Inbound Leads:

- Soundbite
- Soundbite
- Soundbite

# A few differences to keep in mind

When calling inbound leads versus sourced leads...

- You have more leverage - they found you
- They downloaded something - why??
- Can often go for the close earlier

# The Connect Call Outline

- Open the call
- **Address resistance and build credibility**
- Probe for pain
- Book the Exploratory Call

*Ty: No, I'm not really interested*

*[OR that' not really an issue in my business]*

**What do you say next????**

*It is normal to encounter **resistance** on a connect call.*

*We have a few options to address it...*

# Option #1: Challenge the resistance

**You:** …*Does this resonate with you?*

**Ty**: *No, that is not really an issue in my business.*

**You:** *Oh, okay. so I assume then that you're pretty happy with your website, and that it keeps your sales team well fed with a consistent stream of leads?*

**This is a traditional approach, but can be risky**

# Option #2: Use an alternate Positioning Statement

**You:** *<your primary positioning statement>....Does this resonate with you?*

**Ty**: *No, that is really not relevant*

**You:** *Oh, okay, that's interesting.*

*<Alternate Positioning Statement>We also work with companies for whom it doesn't resonate. These companies often use tradeshows and industry events to generate business. However, they are often frustrated with the ROI on their events. And they find the leads are never followed up on. Do you rely on tradeshows and referrals to generate business? How do you feel about the return on investment you've been getting?*

Find more alternate positioning statements in the Agency Positioning Statement Guide

# Option #3 - The Give / Get!

**Acknowledge:** Oh okay, no worries. It doesn’t sound like there is much to talk about here.

**Permission:** *By the way, before I let you go, I did notice a quick thing on your website that is hurting your lead conversion. It’s something you can fix on your own and it’s fairly easily to do. Would you like me to share that quickly?*

**Give – Marketing Tip:** *I'd suggest adding a call-to-action at the bottom of your blog articles so that the hot prospects you’re attracting through your content have a chance to self-identify and convert for your sales team. (PAUSE)*

**Get:** *Does that make sense? Are you using your blog to try and generate more qualified traffic and leads?*

# The Connect Call Outline

- ☑ Open the call
- ☑ Address resistance and build credibility
- ☑ **Probe for pain**
- ☑ Book the Exploratory Call

Once you've broken through resistance, you are through the hardest part of the call

***Now, it's time to find some pain that can help you book the Exploratory Call***

# Look for a few pain points

Use questions

- *Tell me more about that....*
- *Why do you think that is?*
- *Interesting... Can you elaborate?*
- *How long has that been a challenge?*
- *Is this a big problem? Why's that?*
- *What is your plan to address this?*
- *How well do you think that will work?*

For more questions to use, see the Connect Call Playbook for Agencies

# The Connect Call Outline

- [x] Open the call
- [x] Address resistance and build credibility
- [x] Probe for pain
- [x] **Book the Exploratory Call**

# A sample script for setting the Exploratory Call

**You:** *"So what I might suggest is scheduling an Exploratory Call. I can offer some additional tips on your website and share what we have seen working for others who are trying to…*[reference goals or pains mentioned during the call]. *I'd also love to hear a little bit more about your goals [reference their goals mentioned] and chat about whether there might be a fit between our companies. Is next Tuesday at 3pm a good time? Should anyone else join us at the meeting?"*

# We’re Nearing the End - How We Doin’?

## Where we Started

Uh oh, they picked up the phone
– now what?

## What We’ve Discussed

Connecting with an:

1 Sourced Leads

2 Inbound Leads

# 4 Review and next steps

What was ONE
KEY TAKEAWAY
from the session?

# Learning objectives reviewed in this session

- Reviewed how to open the Connect Call
- Reviewed how to address resistance
- Learned how to probe for pain
- Learned how to close the call and tee up the first meeting

*Including real soundbites and role plays!*

# NEXT **STEPS**

1. Pick out 3 leads
2. Develop a script following this training that feels comfortable to you
3. Practice with a colleague
4. Do it for real and rock out some appointments for Exploratory Calls!

# ADDITIONAL RESOURCES

1. Youtube for sessions 1-3 & 5 on-demand.
   http://bit.ly/ss-vids

2. Series resource page
   http://bit.ly/ssfa-resources

3. Connect Call Playbook for Agencies
   http://bit.ly/connectcallplaybook

4. The Agency Marketing Tips Guide - aka Give & Get Your Way to Better Calls
   http://bit.ly/agencymarketingtipsguide

# Please let us know how helpful you've found this training to be so far

- 3 question survey!
- http://bit.ly/ssfa_survey2

Please complete whether watching live or on-demand

# 5 Additional Soundbites

# 1 Sourced Leads

*Back to opening the call*

# Here is A Good Approach for Sourced Leads….

## #1. Get their full attention

**Intro**: *Hi <NAME>, this is David Smith <pause> Uh-oh, it doesn't sound like you recognize my name <pause>.*

Hat tip: Rick Roberge and Dave Kurlan

*Back to opening the call*

## #2. Get permission to continue

**Permission**: *Would it be okay if I took a small step backwards and told you the purpose of my call? <pause>*

*Hat tip to Dave Kurlan and Rick Roberge

*Back to opening the call*

# #3. State Your Purpose

**Purpose:** *I was doing some research online and I caught that SplashTastic just sold the largest water slide on record to Six Flags <pause>. Congratulations!*

<***Use a Positioning Statement***> *We work with b2b manufacturers who are doing well - which it appears you guys are - but would like to be doing better. Specifically, we work with companies who have invested a lot in their website, but are frustrated it is not producing the leads and customers it had hoped for.*

*Back to opening the call*

# #4. Start a Dialogue

**Start a Dialogue**: *Is this something that resonates with you?*

2

# Inbound Leads

*Back to opening the call*

# #1. Get their full attention

**Get their attention**: *"Hi Ty, this is David from The Jones Agency. The reason I'm calling is that I got a note from marketing that you download an eBook on Lead Generation this morning (pause for recognition). Does that ring a bell? (pause).*

*Back to opening the call*

# #2. State Your Purpose

**Purpose of the call**: *I was calling was to follow up and see  how you liked it. <pause> Are there any questions I can answer for you?*

*Back to opening the callz*

## #3. Start a Dialogue

**Purpose of the call**: *(They will likely say something like "I haven't had a chance to go through it yet...) Oh, that's ok, if I might ask, what were you looking for help with when you downloaded the ebook?*

# QUESTIONS?

Google HubSpot

# The Give / Get

- Can draw Online Marketing Tips from anywhere
  - SEO
  - Social Media
  - Lead conversation
  - Email marketing
  - Etc**
- Use the give / get throughout the call
  - To establish credibility
  - To transition topics
- Don't talk too much! Give and get.

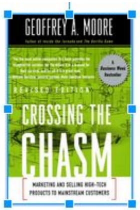
**For more sample give/gets, see the Agency Marketing Tips Guide aka Give & Get Your Way to Better Calls

# What is a Positioning Statement?

- A **Positioning Statement** highlights the type of companies you work with and the type of pains you solve
  - “We generally work with companies that…”
- Notice that this comes from the first element in your Unique Selling Proposition

Your Unique Selling Proposition

1. What **problems** you address and for whom?
2. With what **solutions** do you address them?
3. What makes you **different?**




- It can be used to start a conversation around goals and challenges

For more positioning statement examples and information see the Agency Positioning Statement Guide