

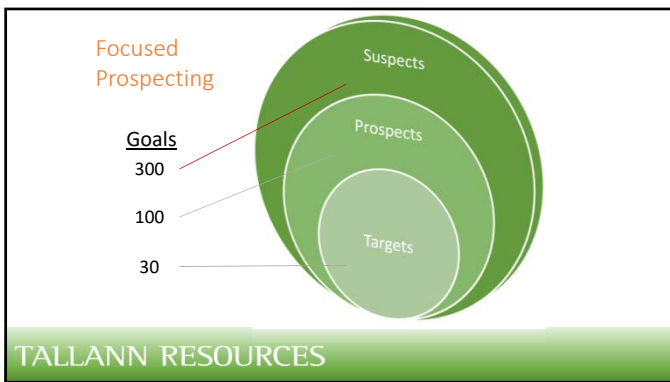
What Are Our Options?

- ~~1. Make more calls~~
2. Get the prospect to call us back
3. Get the prospect to answer the phone

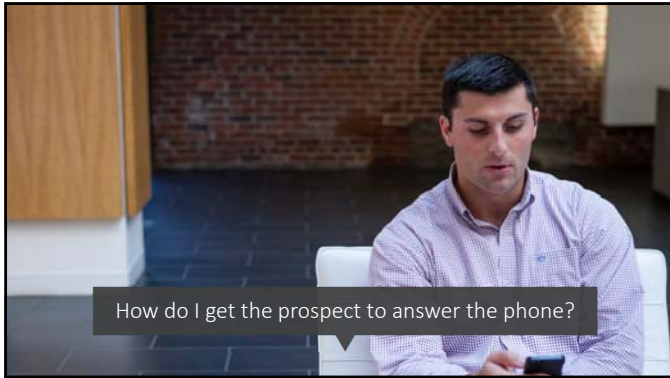
Sales is a game of Chess, not War

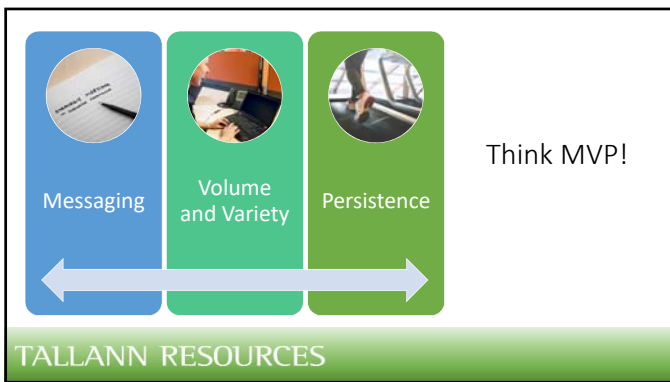
TALLANN RESOURCES











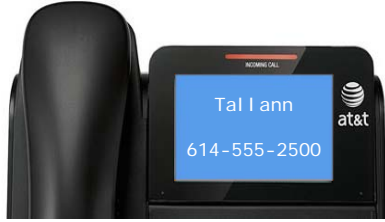


What is your Value Proposition?

- ✓ Who am I competing with? What are their strengths and weaknesses?
- ✓ What makes us different/better? Is it quantifiable?
- ✓ What gives us credibility?
- ✓ What's important to the prospect?
- ✓ How can I clearly state this in 10-15 seconds?

TALLANN RESOURCES


Display Your Company Name



- Anonymous vs. Company Name
- The rest of the tips dependent on company name

TALLANN RESOURCES

Send them a letter



- 24% decline in US Postal Volume past 10 years
- Competition has shifted away from direct mail
- Creates brand awareness and builds credibility
- Be creative – stay away from mass mail look

TALLANN RESOURCES

Prep them with an email

- Builds credibility, brand and name recognition
- The best times to email prospects are 8 am and 3 pm

Optimize your LinkedIn profile

- Your LinkedIn Profile is a credibility reinforcement
- Should be used as a marketing tool, not a resume
- Summary focused on your credentials and your value proposition

Use Content Marketing

- Blogs, eBooks, Whitepapers, Webinars, Seminars
- Designed to position you and your company as subject matter experts in recruiting and staffing

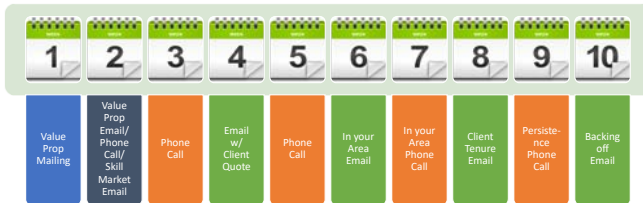
TALLANN RESOURCES

How many touches to make a sale?



TALLANN RESOURCES

Prospecting Contact Schedule



TALLANN RESOURCES

40 new letters a week for full-time sales people

- Pro-rate based on % of time allocated to sales
- Designed to eliminate the "rollercoaster effect"

Remove contacted suspects from the process

- Move to contact frequency by status
- Suspects – Quarterly
- Prospects – Monthly
- Targets – Weekly
- Disqualified – Semi-Annually or No Contact

Leverage the CRM

- Create campaigns for each week
- Utilize email templates
- Create follow up tasks

Tips for a successful prospecting campaign

TALLANN RESOURCES

"This is a response I got from my week 10 "backing off" email that I sent yesterday. I've never talked to Susie and she's never responded to my emails. Until now. Just a reminder to stick with the plan and do what you say you're going to do. Because sometimes it works."

Results

TALLANN RESOURCES

Results

"Your 12 in 10 process works... BTW. I usually don't end up getting thru 12 touches, because I end up with more business than I can handle with my team. I save those I don't connect with for the next round."

TALLANN RESOURCES

Results

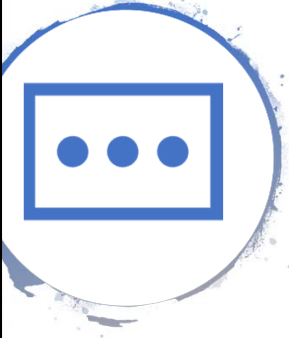
"I landed my biggest client ever using your process."

"It's so much easier making calls because I feel like I have a reason."

"I love it because I know exactly what to do next."


"I will never sell another way again."

TALLANN RESOURCES



Final Thoughts

- Be Patient – It is 12 touches for a reason
- Be Realistic – You don't need to convert every suspect to a client (or 50%, or 25%, or even 1%)
- Attitude and confidence are essential to success





TALLANN RESOURCES



Tom Erb

tomerb@tallannresources.com

TALLANN RESOURCES

tallannresources.com

blog.tallannresources.com

TALLANN RESOURCES
