

Training
Tuesdays

Book Yourself **SOLID!**



Training Tuesdays

Yeah, but what's this
all about?



STARTUP SELLING: BOOK YOURSELF SOLID LIVE TRAINING WORKSHEET

Notes

Model

Target List

Email Draft

1.

6.

2.

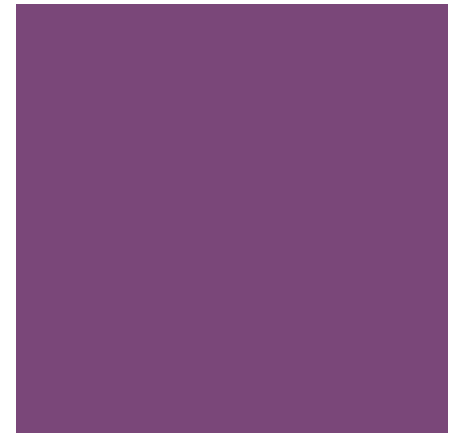
7.

3.

8.

4.

9.



+ Why is this important?





We work all year...





TONS of conversations...





Forging new paths...



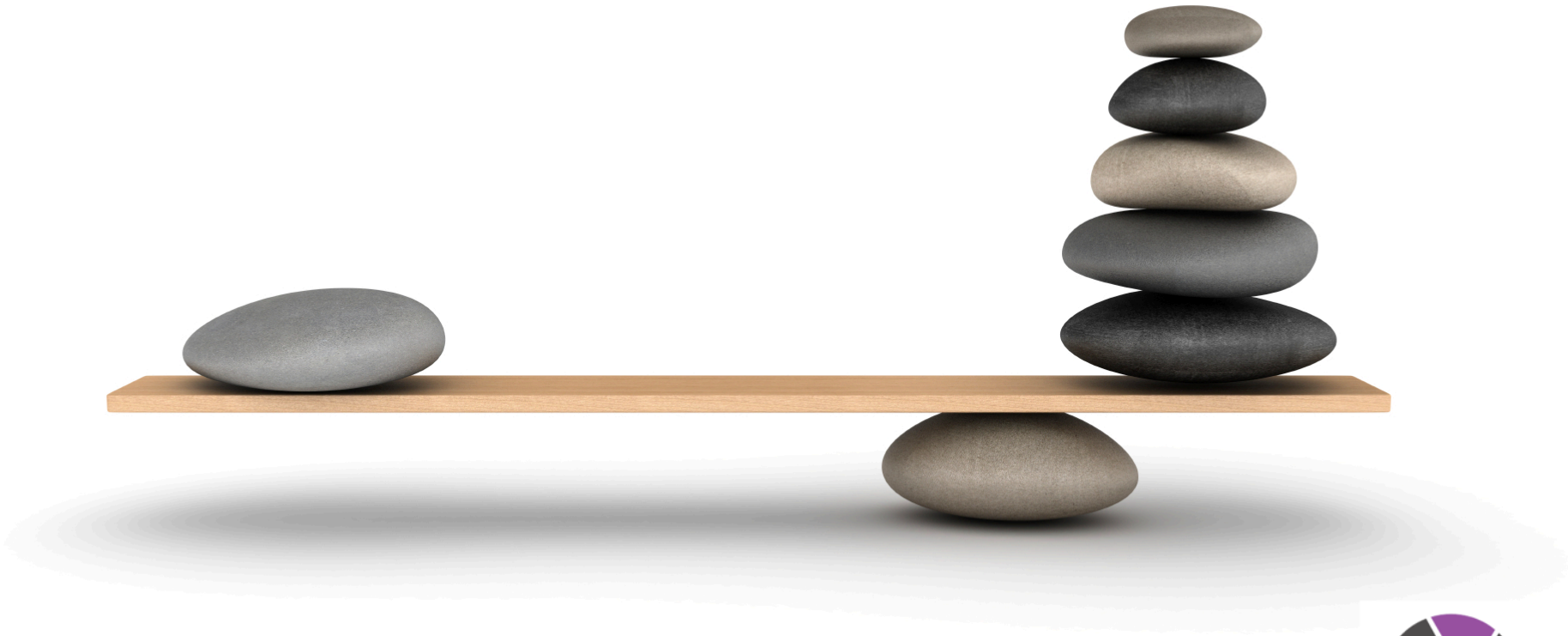


Start from scratch...





Leverage





Start FAST!



Full calendar





New customers & revenue





5 Key Principles





#1: Quick to implement

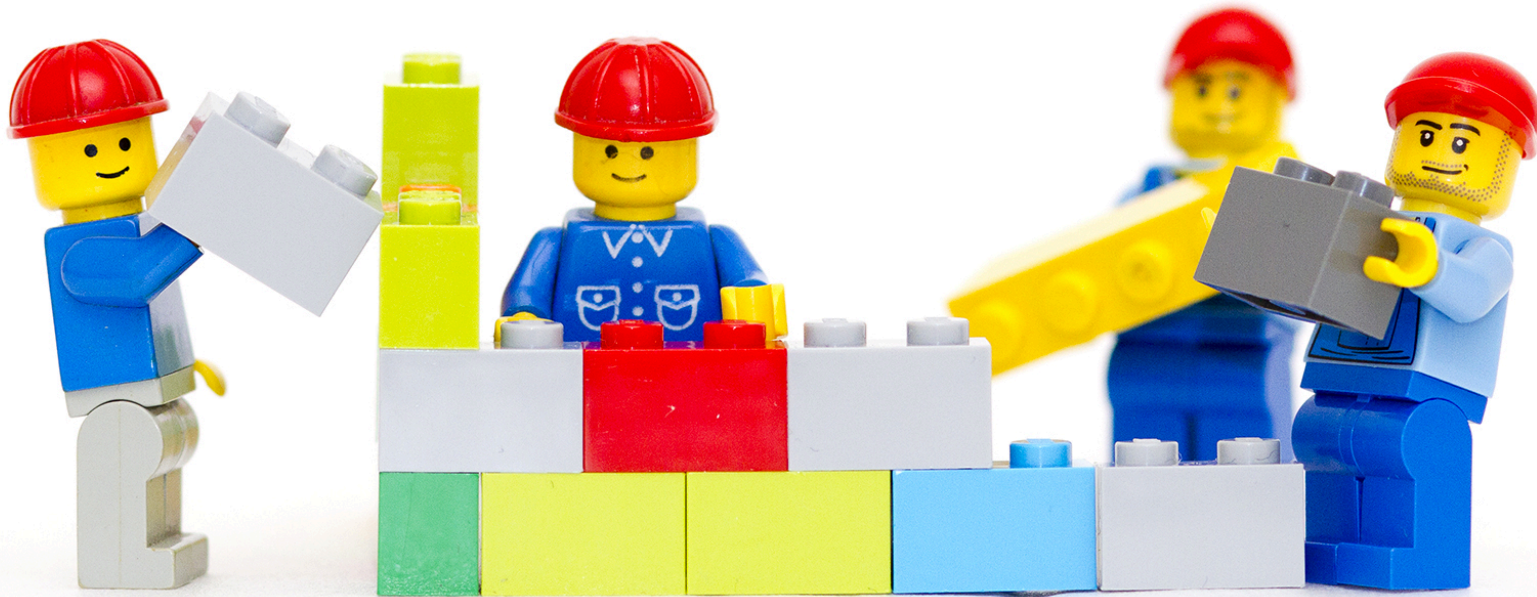




#2: Quick results (or not...)



#3: Leverage previous work





#4: Build on relationships





#5: Low friction





Model



Dead OR Dark Leads





9-Word Email

Subject: Person's Name

Body:

Are you still looking for help with [insert result]?

-Your name



Lukas



leads x



Scott Sambucci <scott@salesqualia.com>



Jun 16



to Lukas, bcc: 506536

Lukas,

Are you still looking for sales help growing pganalyze?



-Scott



Lukas



leads x



Scott Sambucci <scott@salesqualia.com>



Jun 16



to Lukas, bcc: 506536

Lukas,

Are you still looking for sales help growing pganalyze?



-Scott



Lukas Fittl <lukas@fittl.com>

Jun 16



to me

Yes, recently managed to (finally!) close one enterprise deal and looking to expand on that :)

Want to catch up in a call or coffee sometime next week?

Best,
Lukas



Mateo



leads x



Scott Sambucci <scott@salesqualia.com>



Aug 17



to Mateo, bcc: 506536

Mateo - Are you still looking for help building your sales process?

-Scott



Zoho CRM - Affordable On-demand CRM

Search **scott@salesqualia.com** in Zoho CRM

Go



Mateo Marietti <mateo@cookunity.us>

Aug 18



to me

Hi Scott!

We stop this because we haven't been successful fundraising in the past weeks and we want to have enough resources to do it properly.





No Decision or “Not Right Now”

*MAYBE
LATER*

#2: The Update Email





Hi [INSERT NAME] - Was thinking about your company this week...

We've made some changes to how we're working with clients like you, and I think it'd make sense for us to have a quick call over the next week or so.

Would you be up for that?

-Your Name



made some changes... think we should talk



leads x



Scott Sambucci <scott@sale



Dec 1 (11 days ago)



to Daniel, Spintr, bcc: 2098068



Daniel Hagenfeldt

Dec 1 (11 days ago)



to me, Johan



Sounds interesting Scott,

We are in the middle of launching new web and version of the product (Monday the 12th), can we meet after this?

-Scott



made some changes... think we should talk



leads x



Scott Sambucci <scott@sale



Dec 1 (11 days ago)



to Daniel, Spintr, bcc: 2098068

Hi Daniel & Johan - Was thinking about you guys this week...

I've made some changes to how I'm working with clients like you, and with your timing of your sales efforts, I think it'd make sense for us to have a quick call over the next week or so.

Would you up for that?



Daniel Hagenfeldt

Dec 1 (11 days ago)



to me, Johan

Sounds interesting Scott,

We are in the middle of launching new web and version of the product (Monday the 12th), can we meet after this?



Referrals & Introductions



#3: The Referral Recipe

CHOCOLATE CHIP COOKIES

oldrecipebook.com

2/3 c. soft shortening(pt. butter)

1/2 c. sugar

1/2 c. br. sugar, packed

1 egg

1 tsp. vanilla

1 1/2 c. sifted Gold Medal flour

1/2 tsp. soda

1/2 tsp. salt

1/2 c. chopped nuts

6 oz. pkg. semi sweet choc. bits

Mix first 5 ingredients thoroughly. Sift dry ingredients together. Add to creamed mixture. Stir in nuts and chocolate bits.

Drop rounded teaspoons of batter, 2 inches apart on ungreased baking sheet. Bake at 375 degrees 8 to 10 minutes, until partially brown. Makes 4-5 dozen 2 inch cookies.



Step 1: Make a list



Step 2: Reach out by phone or text

TEXT:

"Hey Shelby - Could I grab 5 minutes for a quick question?"

PHONE:

"Hey Shelby. It's Scott. I've got a quick question. Do you have 5 minutes right now?"



Step 3: Talk on the phone





"First, is there anything I can help you with?"

"As you probably remember, we [INSERT WHAT YOUR COMPANY DOES]."

"In the past we got XYZ specific result for our clients."

"Do you know 2-3 people that that would benefit from this?"

"I'd love you to introduce me using a particular template.. It works great with text, email, or Facebook message. Can I send it over?"

Step 4: Use this Email Template

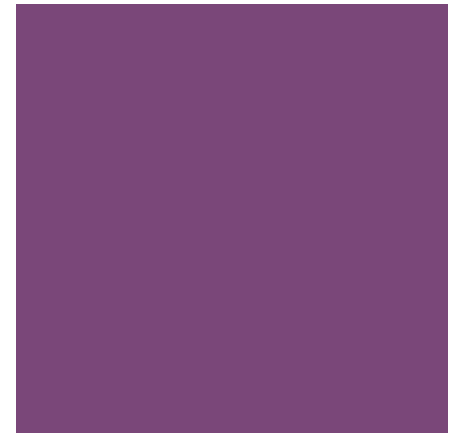
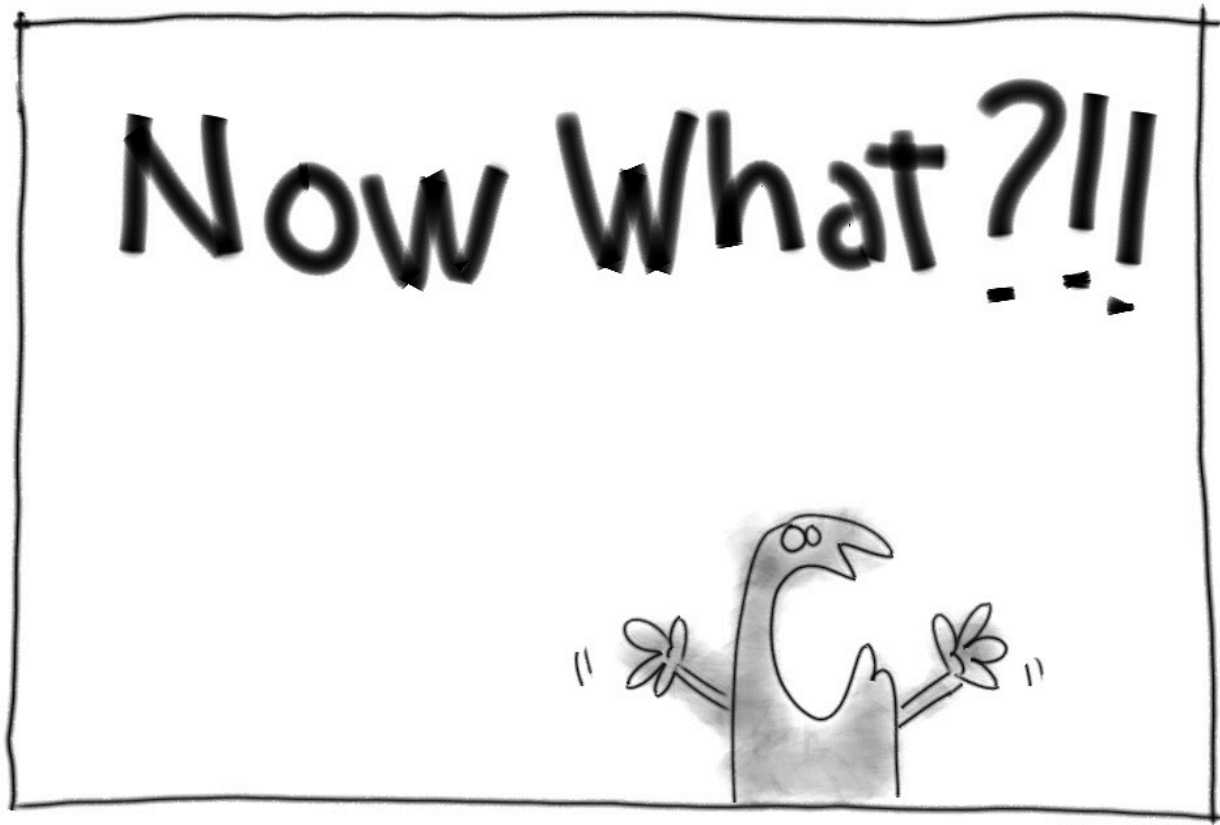
"Bob meet Scott"

"Scott is the guy who helped XYZ Company [INSERT SUBERB RESULT]"

"You guys should talk."

"Bye." or "See you later."





+ Now what?



+

1. Choose a Prospect Group:

Group A: No Decision or "Call me later..."

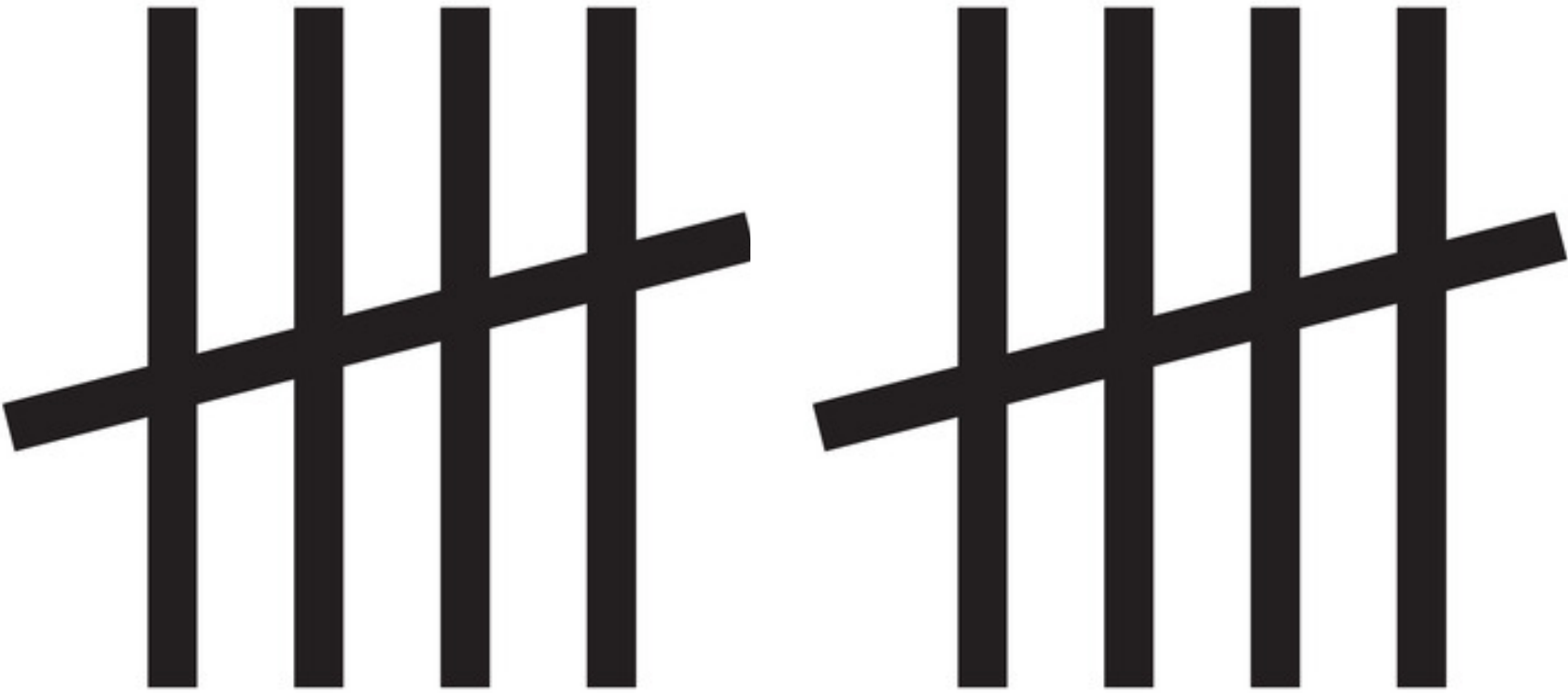
Group B: Dark or Dead

Group C: Referrals/Introductions





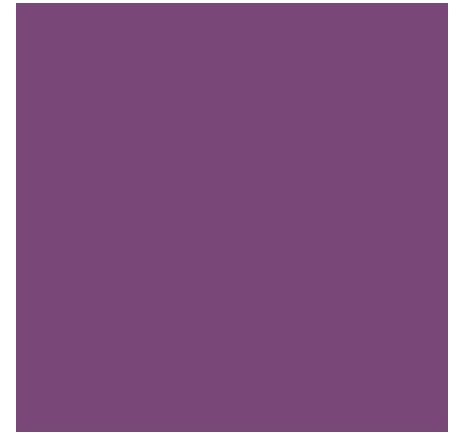
2. Identify TEN (10) contacts





3. Send





+ Tools & Resources



Startup Selling Member Site:

www.salesqualia.com/member-page-prospecting-tips-tools/

Prospecting Tools & Tips

Prospecting Principles:

Tuesday Training – Prospecting Principles

Startup Selling Tuesday Training May 2016 Prospecting Princip...

... and avoid this...

