

# TECHNIQUES FOR GENERATING MORE **FIRST** SALES MEETING!

Every sales person would be more successful by generating more opportunities. The key is getting that first face-to-face meeting. Here are some proven techniques that will give your sales group an edge, and open doors faster.

**The Hand Written Note** - Your sales team has called, mailed marketing materials, emailed and you cannot secure that first meeting. Try a handwritten personal note. We usually send this to the CEO and get amazing results for first meetings. Being personal works!

**Create and Use Scripts** - Invest time to write scripts your salespeople can use to overcome common objections. An example: You get a prospect on the phone, explain what you do and the prospect says "I'm good" You might say: "I'm surprised to hear you say that... I didn't know anyone out there taught the ethos of salesperson as hero..." Being prepared for common objections creates a great first impression.

**Testimonials Open Doors** - You often face skepticism and risk aversion. Testimonials are a great antidote. If you have been in business more than a year you likely have success stories. Ask those clients to provide testimonials making strong points about your business, product or service. Seek out testimonials which answer the common objections you face.

**Establish Common Ground** - Doing research on the person or company is essential in finding common ground. The website usually shows core values, which allow you to assess core value alignment. Has the company grown fast? Is it a high energy dynamic work environment What motivates the CEO? Every company is different and has a unique footprint. Once you have knowledge, you can begin to draw parallels and establish common traits between your company and theirs. This gives the salesperson confidence and increases connections that leads to meetings.

Additional sources for research and information:



Market Intelligence Provider

Lou Wolf, Director,  
New Business Sales  
ZoomInfo; Direct: 617-826-2890  
lou.wolf@zoominfo.com



DiSC personality evaluation

crystalknows.com



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For questions or inquiries you can reach us at:

201 415 3447.

andy@urgencybasedselling.net.

www.urgencybasedselling.net

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