THE SALES ENGAGEMENT GUIDE

How to Improve Your Sales Process Using Sales Tools and Communication Techniques to Close Deals Effectively

Guide Provided by

NUACOM



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KEY OBJECTIVE

The Sales Engagement Guide covers a critical aspect of any sales strategy; enhancing your connection with prospects. This complete guide provides you with:

- 42 Sales Intelligence Tools,
- How to combine these tools successfully,
- Integrate your sales stack to automate your workflow,
- Psychological and science-based techniques to apply these strategies,
- And how to engage with clients to close deals faster.

Furthermore, this guide includes;

- Open-ended Questions
- Sales Call Scripts tips
- Conversation Manuscripts
- And the best techniques to achieve your sales goals.

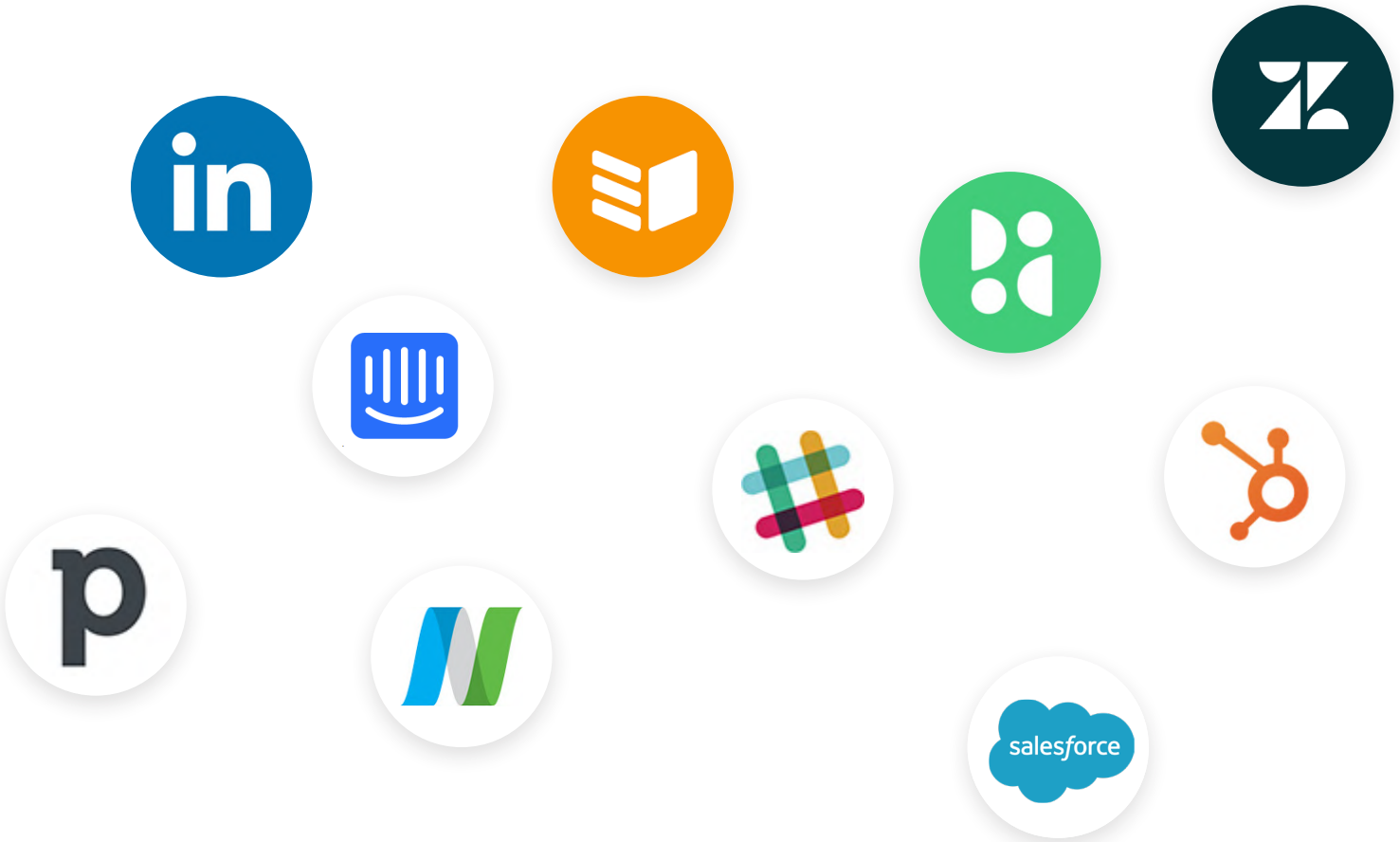
In the Digital Age, engaging with new prospects and converting them into paying customers involves more than customary sales tactics. To help you start transforming your sales team into top performers, we've compiled a list of the most effective sales techniques, online marketing tools, and sales software systems.



The Sales Engagement Process/Cycle

Web Visitors → Leads/ Prospects → Repeat Customers → Brand

Convert visitors into leads -> Transform leads into repeat customers -> Recruit customers and turn them into brand advocates.



Chapter: 01

The Leading Sales Intelligence tool in 2019



It can be difficult to determine the right set of sales tools to help you connect with potential clients. Who do you trust and how do you know their system is right for your business? Well, we did the research and found the best sales tools for building prospect lists, managing and converting leads, and transforming your clients into brand advocates. Here are the leading sales tools in 2019:

Growing Your Prospect List:

Before we get started, it's important to understand what a prospect list is and how it can improve your business. A prospect list is a directory of potential clients who may benefit from the products and services of a particular business. Identifying prospective clients can be tedious, but it's an essential part of establishing a solid client base.

LinkedIn SALES NAVIGATOR

Connect with the right clients, engage with outreach, and gain access to critical marketing insights. Prospects update their information in real-time, so businesses can easily filter and target their ideal buyers.

Prospect.io

A great list building tool with a convenient Chrome Extension. Verify emails, create pre-written messages for prospects (drip campaign) and gain critical data by tracking each email.

leadfeeder

A B2B sales tool that helps you discover which companies have visited your website. The website ID tracking tool allows you to develop effective outreach and engagement strategies based on the behaviour of each prospect.

NinjaOutreach

Get instant access to 19.5 million business emails, 60 million Instagram influencers, 6 million bloggers, and more. Export emails to over 100 different CRMs and marketing platforms!

Snovio

Manage your lead generation process with instant access to your prospects' email addresses, verify emails in bulk, enhance your delivery rates, automate outreach and email messages, and build a great email reputation with leads.

ocean.IO

Ocean.io is the next generation of customer acquisition. This AI and data-analysis software company use proprietary data-sets, meticulously compiled by a team of data experts, to enhance Business CRM data with all the key company attributes needed for meaningful analysis.

salesOptimize

Users have access to unlimited searches, company and website filters, and free CRM export. With SalesOptimize, you can build your own lists, increase your sales pipeline, source contact data, and research websites.

Enhancing Lead Generation:

Most lead generation tools connect businesses directly with their website visitors. Live chat software, pop-up surveys, and video-hosting channels are commonly utilised to collect information and communicate with potential prospects. Although these tools are very useful, it's important to choose a select few to avoid overwhelming your prospects with too many pop-ups.

INTERCOM

Intercom has advanced live chat software features like separating your existing customers from your leads (to stay organised), offering product tours, educating prospects about your special offers, and automating your sales with a variety of integrations.

calendly

Offer your prospects the ability to book a time with you through a predefined communication channel (call, video conference or a specific location) and automate confirmation message. It's never been easier to schedule a time that suits both you and your prospects!

BirdSeed

An all-in-one program that provides you with powerful tools in one widget, including Callback request, Meeting scheduler, Live chat, Knowledge Library, Video Showcase, User feedback and 6 others! A Game changer in the live chat industry.

SUMO

Automatically increase your website's growth and collect emails. Impress your prospects with a variety of features such as a list builder, welcome mat, share buttons, and a smart bar.

WISTIA

Wistia is a software company that provides video-hosting solutions for businesses. Track performance and engage with your visitors using a call-to-action on videos to generate leads.

ManyChat

Create a bot for your business that can automate conversations, target prospects, take payments, and easily create promotions 24/7. Never worry about missing a prospect's inquiry again!

Typeform

Create anything from forms to survey. Gradually gather information about your leads, without seeming intrusive. Add Typeform to your website and enhance your conversion ratio!

Managing Your Leads:

Implementing a Customer Relationship Management (CRM) system is a great way to monitor your interactions with leads and maintain good rapport with repeat clients. A CRM system has a variety of additional features, but it's primarily used to track and manage all activities with your contacts.

Salesforce is the 1# cloud-based CRM on the market and a powerful Enterprise solution. It has numerous programs designed to enhance client interactions, sales, productivity, and more. Salesforce has a marketplace with almost 4,000 apps and over 7 Million installs since it was launched in 2006, becoming the most powerful ecosystem for software companies.

HubSpot is regarded as one of the best sales and marketing tools worldwide. It lets users track how many recipients viewed their email, develop custom email sequences, and rotate leads with automated sales tasks. Their platform of integrated tools is rapidly growing.

An user-friendly CRM and pipeline management that integrates with 1500 different apps on Zapier, making it easier to automate your work and prepare you with everything needed to manage your prospects.





no|crm.io

NoCRM believes that standard CRMs waste time by filling out "paperwork" when reps should be focusing on leads. Instead of a CRM system, they offer a sales pipeline management software that has a clean and simple interface.

zendesk sell

Improve productivity, sales processes, and pipeline visibility for your sales team with Zendesk Sell. In August 2018, Zendesk acquired Base CRM, redesigned it and bundled it with their suite of products. Now, conversations on the Zendesk Chat product can become opportunities in your pipeline, sharing database from all Zendesk products.

OnePageCRM

Gain access to a range of lead clippers from Facebook, Gmail, Twitter, Outlook, and Xing. Whenever you identify a lead, click the Lead Clipper extension and it will automatically include all of the lead's information on OnePageCRM.

ZOHO CRM

Manage your sales, support, and marketing activities in one platform. Zoho's Enterprise Level software lets you contact and engage with prospects through every communication channel.

Engaging With Your Leads:

Converting prospects into customers needs to be done tactfully. You can generate a long list of prospects, but there's no guarantee they will develop into customers unless you use the right set of tools to engage with them. To assist you, here are some premium software systems to help engage with leads:

NUACOM

Once you build and manage your prospects, implementing a cloud phone system is an essential step to engage and close deals. NUACOM offers an innovative phone system with premium features for sales calls such as automated caller ID to match the lead's geolocation, enhanced connectivity and seamlessly connecting sales reps with their leads through a 'click-to-call' option. In addition, it can integrate with live chat and CRM systems to consolidate calls with other communication channels. Another bonus is managers can easily track agents' performance to see real-time calls and stats on a dashboard.

Meet

Google Meet is a video conferencing app that lets you share your screen with one or multiple participants to demonstrate your product, especially useful if it's a software program. You can go through different slide presentations while engaging with your prospects.

LinkedIn

LinkedIn is one of the most useful (and underrated) social media platforms for sales reps. It's a great source for targeting leads and engaging them with personalised messages. With over 500 million registered members, LinkedIn has one of the highest conversion rates for leads.

SalesWings

Saleswings allows companies to track every lead's' interaction with their business, to understand their interest and quickly connect with the right leads. Concretely SalesWings tracks lead engagement such as website activity, and provides a set of tools which include predictive lead scoring, behavioral segmentation and sales insights in Salesforce and Pipedrive to help with lead qualification and profiling to make sales and marketing teams more effective.

ActiveCampaign

Impress your leads with personalised messages and automated emails to follow-up with them using this powerful CRM & Marketing Automation Tool. Manage your lead interactions and create automations based on activity conditions to boost your engagement.

vidyard

Host your videos, examine their effectiveness, and transform them into lead generation machines. You can easily capture your screen, attach a video message to your emails, and share it with your leads.

zoom

Zoom Video Communications offers users a cloud platform that combines video conferencing, online meetings, chat, and mobile collaboration.They use cloud computing to host remote conferencing services.

Tools for Converting Prospects into Clients:

It's important to consider the impression your website makes on a potential client. How do they interact with your various webpages and eventually, find your product or software? By tracking their journey through your website, you can gain a critical understanding of their interests, customers 'needs', and which mode of contact is the best way to engage with them.

PROOF

UseProof displays real-time customer activity notifications on your website so you'll know which prospects to target. Humanise your webpages, build trust, and create genuine urgency amongst your prospects.

Boomerang for Gmail

A productivity app that alerts senders when their emails are opened and when links within the email are clicked. For Gmail users, this is a smart tool for sales teams because it allows access to customised templates for reminders and automated follow-ups.

PandaDoc

PandaDoc provides users with (legally binding) electronic signatures, workflow management, and a platform to create, transmit and share online documents. This is a great tool for sealing the deal with your prospects!

REPLYUP

Automate your email responses and increase open-rates through your Gmail account. You can receive notifications every time a lead has viewed, clicked, and read your email. Connect their (Gmail) mail tracker to over 1,000 apps on Zapiter to automate your contact strategy.

proposify

Streamline the proposal process so sales teams can focus on closing deals. Proposify organises business information and keeps everything in one place, allowing reps to quickly create and send quotes, contacts, and various sales documents.

ProveSource

Transform your website and make your customer's experience as intriguing and informative as visiting a real place. Increase lead conversions by showcasing recent orders, customer interactions, and product reviews!

Docsify

For Gmail users, Docsify is a free email tracker that sends a notification for every opened email, clicked link, and downloaded attachment. Monitor every lead that shows interest in your product or service and enhance your email messages with their 'one-click Gmail templates'.

Tools for Transforming Clients into Brand Advocates:

After converting a lead into a repeat client, you still have one final step! An important aspect of any sales strategy is transforming clients into brand advocates. You won't be able to convert every client into an advocate, but here are some useful tools to help you make the transition:

TrueSaaS™ Referral Platform

Build and manage highly-effective referral programs. With their user-friendly interface, you can send bulk invitations, offer third party vouchers, connect to other business apps (including Zapier!), and track your ROI.

Referral saasquatch

Build, manage, and utilise mobile and online 'refer-a-friend' programs in a single platform. SaaSquatch provides a fast solution for a company's customer recruiting efforts, referrals, incentives, and special offers.

OPEN LOYALTY

Transform clients into brand advocates by launching a loyalty program for your customers. With Open Loyalty, you can reward repeat clients with special features, discounted merchandise, or information about upcoming events or software.

Ambassador a west company

Referral software that utilises the power of "word-of-mouth". After choosing the customers you want to target with Ambassador, easily manage them, monitor key performance indicators, enhance your referral program, and boost brand awareness.

goody

Goody provides businesses with a condensed overview of their customer base and everything needed to create and maintain loyal customers. With their simple integration tools, you can build and manage your own loyalty and engagement programs.

nicejob

NiceJob is the fastest way to receive more referrals, a good online reputation, and better reviews for service businesses, agencies, and SaaS. It increases your search engine results, sales, and website traffic by automatically publishing your photos and reviews on your website.

Genius Referrals

With Genius Referrals, you can sign up for a free program to create new brand advocate campaigns, select and design templates, and monitor your referral marketing program.





Chapter: 02

How Communication Channels Boost Your Sales Process

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The Importance of Communication Channels:

Communication channels support and influence every step of the buyer's journey. Above all, they provide critical connections between sales reps and potential clients. But what are they? Communication channels are different types of media that transfer messages from one person to another. Namely, social media platforms, live chats, emails, and phone systems. With the right integrations, you can boost your sales process exponentially.

Social

Social communication channels have provided professionals with a large variety of prospecting resources. Consequently, many people rely on expensive software programs or analytical research tools to monitor their social media channels. Some of the most useful social media platforms are either free to use or widely overlooked. Here are a few social media gems to boost your sales process:

- **Facebook Messenger** is quick, interactive, and convenient for both businesses and users. You can easily target and appeal to prospects by creating ads that start automated conversations in their Messenger.

- **Facebook Platform** allows businesses to easily access a large social graph and integrate applications for a greater level of discoverability, detailed analytics, and user engagement.

- **LinkedIn** provides a social channel for businesses to communicate with a large pool of prospects, on a professional level. It's a severely underrated marketing tool.

Live Chat

Live chats are becoming an increasingly popular communication channel to connect sales reps to prospects. Current live chat systems allow agents to receive and start chat requests, target website visitors and add them to a prospect list. Using advanced tracking features, live chat platforms notify agents whenever new visitors are browsing their website. This is where the live chat feature is particularly handy. You can efficiently engage prospects with a pop-up chat box and answer all of their questions.

With **Intercom** you can target your website visitors and convert them into leads with their unique live chat software. Intercom provides web page viewers with a chat window full of familiar features like GIFs, emojis, and more. The best part about Intercom Acquire is that it has integrations with Facebook Messenger, Salesforce, HubSpot, the Emoji Keyboard, and more!

Screen Sharing

Using screen sharing software as a communication channel is a growing trend amongst businesses. It's a simple way to interact with job seekers, conduct training programs, and contact potential clients. One of the primary sources companies use for meetings and training services is Google Meet. The video conferencing app is fully integrated with G Suite. Meaning, you can easily join meetings from a Google Calendar event or Gmail invite, access a complete list of prospects, and schedule meetings with them.

Email

Email is a quick form of business communication and commonly relied on for a majority of internal and external communications in the workplace. Integrating with a CRM or ticketing system allows businesses to manage all of their calls and emails in one place. These systems are vital to tracking interactions with prospects, keeping your communication channels organised, and initiating contact with your lead at the right moment. Here are the top-ranking CRMs many software companies have integrated with:

- **Hubspot** ranks as one of the best email management and tracking tools in the world. In conjunction with Hubspot's CRM system, HubSpot Sales lets you track how many recipients viewed your email, develop custom email sequences, and rotate leads with automated sales tasks. Sales reps can also engage with prospects through HubSpot's live chat feature. Some of their primary integrations include Facebook, Google Ads, Nuacom, LinkedIn, Intercom, Salesforce and many more.

- **Salesforce** is the 1# cloud-based CRM system on the market with numerous programs to improve client interactions, sales, productivity, and more. The Salesforce Sales Cloud has a user-friendly interface that allows companies to track which team members are interacting with which clients. A few of their integrations include G Suite, Slack, LinkedIn, ActiveCampaign, and Zapier.

Call

Telecommunication channels are essential to connecting with prospects and improving your sales process. Phone calls provide sales reps with something the other communication channels can't: direct contact with instant feedback. With emails, social media, and live chat channels, prospects can easily walk away without giving you a reason or the information you need to overcome their objections. But there's another problem. How can you encourage your sales reps to connect, manage, and integrate their calls with other business software? Additionally, how does someone in a management position track if they are reaching their KPI's in terms of calls?

NUACOM Cloud Phone System offers all the benefits and telephony resources to empower your sales team. The system has some great features for sales reps, like calling international clients with an automated caller-ID for better connection ratio. With the Call Recording feature, reps can keep track of everything mentioned during the sales call, without the stress of having to transcribe every detail. NUACOM conveniently integrates with other communication channels including Salesforce, HubSpot, Intercom. So you can easily connect your phone system to other sales tools and combine your communication channels.

Conclusion

Using the wrong communication channel for a sales-related task or to contact a lead can result in negative consequences. Personalised messages require simple, user-friendly communication channels while complex tasks need advanced systems to organise your business activities. It's critical to choose the right communication channels to boost your sales process and keep your customers satisfied.



Chapter: 03

Strategies to Engage Your Prospect

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Each minute you wait to contact your prospect, the likelihood of turning them into a buying customer greatly decreases. So how do you successfully engage your prospects? By closely focusing on your specific buyer demographic, you can quickly build your list of prospects with the highest convertibility.

Here are 7 ways you can engage your prospects and improve your overall business strategy:

1. Creating buyer personas for key prospects

Before attempting contact, research and collect information about your prospects, like their challenges, pain points, influences, goals, etc. With this information, you can start creating buyer personas (your ideal customer based on real data from your current customers). Once you've created your 'ideal customer', you can gain valuable insight into how your prospects interact with your company, website, and/or brand. By tracking their journey, you'll know exactly what led them to your business and the best methods for appealing to their customer needs.

2. Keep track of different communication channels

It's critical to establish a great user experience when trying to convince your prospects to invest in your product or services. Pay attention to how they interact with your website and monitor various communication channels like LinkedIn, Intercom, Gmail, etc. To track prospect interactions, utilise a CRM system to access relevant insights on them. This allows you to engage your prospects with personalised messages, showing them you took the time to understand their needs, rather than sending out a generic, automated message.



3. Find your prospect's pain points

A pain point addresses a specific problem that potential customers of your business are experiencing. Plain and simple, pain points are problems. So the goal is to provide your prospects with solutions, based on their personal pain points. Start by creating a list of factors that may affect their business and read through their customer reviews. Another way of identifying pain points is by exploring different social media sites to gain a better understanding of their target market and the particular problems they are experiencing.

4. Persistence is critical for engagement

When a prospect is identified, make your sales call within the first minute. If you fail to achieve contact, wait 30-60 minutes before making a second attempt. As the contact attempts grow, the likelihood of converting a lead decreases. However, there are ways around this. Alternate between your various communication channels. Some people will not answer an unknown number and feel more comfortable communicating through email messages or live chats.

> *"The more communication channels you have available, the likelihood to engage a prospect greatly increases."*

5. Appeal to them personally

With so many companies trying to get your prospect's attention, how do you stand out? A useful strategy is to message your prospect in a similar way you would contact a family member or close friend. Simply put, make it personal. Try adding their name into the subject line and use valuable information that you know would appeal to them. Here are some examples:

- "Jane, here is your A to Z business management guide (free PDF)"
- "John, create analytical reports that keep clients paying (3 simple steps!)"

Appeal to them personally by using their name and address their customer need with the information you previously gathered. With tools like Boomerang for Gmail, you can automatically receive notifications every time your emails are opened and when links within the email are clicked.

6. Engaging prospects with questions

A great strategy to engage your prospects is by asking them questions to gauge their level of interest in your product or service. At the start of a sales call, your prospect will have the upper hand; you want their investment and they may not want your services. Your goal, as a sales rep, is to convince them that your product or service is the solution. To discover their customer pain point, ask them questions about their needs, company, challenges, and soon you will have the advantage. Here are some open-ended questions to help you discover their customer pain points:

- "What problems are your finding with [particular product/service]?"
- "Most of our clients report issues with X,Y, and Z with this specific product/service. Have you dealt with a similar problem? How have you been trying to fit it?"
- "I'd like to share with you a similar problem one of our clients was facing and how we helped them find a solution. But before I start, is there anything in particular you want to gain or understand about [specific product or service]?"
- "When are you planning to take the decision and implement the solution?"
- (If they are planning to switch providers) "How are you currently using your current existing system?"

Your thoughtful inquiries will show your prospects that you are trying to precisely identify their problem so you can provide the best solution to suit their needs.

7. The power of new information

Your prospects are more willing to respond to your emails and/or follow-up calls if they believe you have new or valuable information. Start the conversation by sharing important insights, not available on your website. If they can easily access everything about your business online, why repeat something they may know? By creating multiple publications of the same information (surveys, guides, white papers) you can provide 'new' information to your prospects. Keep in mind, people are diverse and will want to get your information from different sources.

Conclusion

Communication channels present potential customers with more information each day. So it's important to make a memorable impression and stand out amongst competitors. User interface designs can affect our ability to focus, so a simple telephone call is just as effective to engage prospects. The sooner you make contact, appeal to them personally, and provide them with valuable information, you'll have a greater chance of converting prospects into buying customers.



Chapter: 04

Psychological Techniques to Improve Sales Calls

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Psychological techniques have been used in sales to build strong connections, speed up the pipeline and close deals. Whether you're pursuing a warm lead or making a cold-call, how do you train someone to feel comfortable when speaking to a stranger over the phone? More importantly, how do you convince prospective buyers your solution is the right fit for them? If you have never been to a sales training that covered the Psychological Techniques, don't you worry. In the next 5 minutes, you will learn the TOP 17 methods to empower your sales team.

Research + Engage Rule

In sales and psychology, when you know more about the other person (desire, hobbies, fears) you can tailormade the way you engage with them. Pay attention to how they interact with your website, what pages they visit and monitor various modes of contact. Take note of everything you learn about them, so when you make a call, you will have a reference. The challenge is to know how much time you should invest in your research. Don't waste too much time! The main point is to engage prospects, be well prepared, and contact them as soon as possible.

After researching your prospect, ensure your sales team quickly engages them by making the first sales call. The faster you make contact, the higher the chance of gaining a paying customer. Calling within the first minute can increase the possibility of converting a lead into a paying customer by almost 400%.



The Right Level of Persistence

Six is the precise number of times to call an inquiry, but that's only half the battle. Knowing when to make those calls is the key to achieving premium conversion rates. Determining when to make the subsequent calls can be tricky. How long should you wait to follow-up again? Hours, days, or weeks? The answer is all three.

When a lead is identified, follow the one minute rule (+156% higher conversion rate) and make the first call. Wait for 30-60 minutes before making a second attempt at contact (+58%). After 1-2 hours initiate the third call (+25%). As the contact attempts increase, the likelihood of converting a lead greatly decreases. To avoid receiving negative comments about sales persistence, resist calling more than six times.

Make a Good Impression with the First Call

Hubspot's 'science-backed tips' suggests starting your calls "in style". Begin your conversation with a comment like, "good morning" or "how are you doing today?" This sets your conversation on a positive track. If a negative subject is introduced (traffic, terrible weather, feeling busy and rundown), the rest of the conversation will follow in a similar manner.

If there's a negative undertone throughout your call, the likelihood of making a sale greatly reduces. Try starting your conversation with an anecdote or something that can create a genuine connection between you and the lead.

> *"Being personable with your prospects will greatly improve your sales calls."*

Establish Credibility

Establishing credibility with clients is a classic sales technique, but how can you do this fluidly and when speaking to a lead for the first time over the phone? Credibility questions how believable or reliable information is when received from an external source. The Society of Personality and Social Psychology published a research article that studied the impact of credibility. The article determined that an "expert and trustworthy source generated the most opinion change."

To establish credibility with your lead, tell them a short story about your previous experience with a similar company or problem. Your examples can be from working with a former client or hypothetical, depending on what the situation requires. Since you have directly dealt with a similar situation or company in the past, they will trust your advice and believe you can provide them with a similar solution.

Service with a Smile

Smiling is a widely recognised expression of happiness, both visually and auditorily. A recent scientific study recorded the acoustic effects of smiling on speech and discovered "particular cue combinations appear to be heard as smiling specifically." When speaking to a potential client over the phone, try smiling. It might feel strange and even a little embarrassing. However, you'll quickly discover how people on the phone react to the positivity in your voice when speaking with a smile on your face.

"Acoustic analysis showed that smiling raised the fundamental and formant frequencies for all speakers (involved in the scientific study)". Meaning, your voice sounds more confident, brighter, and will greatly appeal to the prospects you are speaking with. People are naturally attracted to positivity, so try to always sound energetic, personable, and enthusiastic during your sales call!

The First Five Minutes of a Call

The first five minutes of your initial call to a prospect are critical. David Mattson, CEO of Sandler Training, recommends that sales reps focus on four key factors within the first five minutes of a sales call:

1. **Purpose:** Mentioning the purpose of the call early into the conversation will refresh your prospect's memory and get their attention.
   - "Hello, [prospect's name], this is [your name] from [your company]. We got your demo request. So you're interested in [specific product/service], am I right?"

2. **Time:** In a discovery call with a warm lead, remind your prospect how much time they agreed to speak with you, so your conversation will not end abruptly.
   - "In the next 15 minutes, we are going to run the demo to show you how the system can match your main requirements."

3. **Agenda:** Ask your prospect what they would like to gain from the conversation to get insights into their needs. Then, you can share your agenda, preparing the prospect for upcoming topics about their product.
   - "Before we start, could you tell me more about your business and what you expect the system to improve in your company? Based on that, I can tailor the presentation to show you what features we offer that meet your requirements and also, our development roadmap.

4. **Outcome:** Although this key factor depends on the type of call (and duration), near the end of the conversation, you should talk about the intended outcome of the call, which could be scheduling a follow-up call, preparing a quote, setting up a trial or another outcome that will result in speaking to each other again.
   - "So [their name], it was great to learn more about your business and it's amazing how well you understand the industry. I'd love to talk with you more about XYZ goals and to customise a quote for you. How about tomorrow at 4 PM, we connect again?"

Start your conversation off to a strong start, clearly articulate your agenda for the call, and make the prospect feel they are a valid part of the conversation.

The 80/20 Rule

The 80/20 rule is a timeless classic. When conversing with a client, only speak 20% of the time while listening (80%). Sometimes, people need a moment to pause and think about their answer, so naturally, we want to fill the silence by talking. Don't let a pause or silent moment make you feel uncomfortable during your conversation! A moment of silence can trigger the client to give you more information about their needs and that is exactly what you want.

When you apply active listening during a conversation, the other person will feel like you're genuinely concerned about their needs and have more respect for your advice (and product). An essential principle every sales rep should know: customers will buy a product if they are convinced it meets an important need in their lives. If you continually speak over the client, you will never be able to identify their needs.

The Power of Inquiry

Ask open-ended questions to assess the prospect's needs. Spend a majority of your conversation listening to their needs, then respond with the appropriate questions. A sales rep must earn the right to present their business's products or services. They can do this by keeping the product in the background and focusing on what the customer needs. Here are some great open-ended questions:

- "What do you think have been your greatest challenge this year?"
- "What are some setbacks you'd like to overcome?"
- "What past experience do you have with [particular product/service]?"
- "When was the last time you updated your [product type]?"
- "What measures have you taken to correct the problems you just described?"

Critical in asking open-ended questions is to listen for both follow-up cues and attitudes that arise in the prospect's voice. This will assist you in offering the appropriate insight and comments, helping you learn more about your prospects and building a good rapport with them.

Distinguish Your Competitors as Commonplace

Always use plurals when referring to a competitor. For example, "Competitor A's system has..." or "Competitor B's product is...", to show your lead that your competitors are just one of many options. Your goal is to make your competitors product or service seem commonplace, while your solution is unique and the perfect fit for your prospect. This will help you when responding to some of these commonly asked questions:

- "How do you compare yourselves with the provider 'A'?"
- "What can you say you do better than company X?"
- "I use the solution from company W, why should I switch to you?"

Before you respond, identify the customer's needs. Then, pitch your solution to match their needs as much as possible. Next, add something you know the competitor(s) does not offer that could empower your customer, but it must be related to their needs. If not, talk about the customer's future growth and the additional features they will need in the future.

The Choice Paradox: More Options, More Problems

Every day, our attention is torn between an infinite amount of choices. Although there are many positive aspects of the freedom of choice, there can be negatives as well, especially in sales. In the 2004 book, The Paradox of Choice - Why More is Less, American psychologist Barry Schwartz argues that by eliminating consumer choices, you can greatly reduce anxiety for buyers. Here are a few examples to demonstrate:

- Offering a prospect too many choices can result in buyer paralysis or procrastination. The more choices you offer, the harder it is for them to choose. Most people will walk away from a deal due to the stress of making a choice.
- The more choices you present a lead, the higher their expectation will be for each option. Even if they select one of your best products, they end up dissatisfied because there's a chance a similar product you offered might be better.

Try to trim down some of the choices you offer and prioritise a few products or services as your primary offers.

Present Your Product as the Solution

Present your product as the solution, rather than just a service or merchandise. This increases the likelihood of engaging a prospect and making a sale. Customer needs, type of communication channel, and well-written positioning statements are all valuable factors when highlighting your product's benefits to your target market.

Depending on the communication channel you choose to contact your lead, how you present your product will change. For instance, if you choose a cloud phone system as your communication channel, everything should be geared towards establishing credibility and discovering their customer pain points right away. For email, you can attach videos highlighting your product as a solution and write an informal message. Keep in mind, for every communication channel you use to initiate contact, you must discover the customers needs or pain points as soon as possible. Otherwise, you will not be able to present your product as the solution to their problem

The Dynamic Duo: Calls + Emails

Calling a prospect and creating a mutual connection is critical. "We are wired to connect," claims Daniel Goleman, author of Social Intelligence: The New Science of Human Relationships, "Neuroscience has discovered that our brain's very design makes us sociable." However, our brains are not identical and everyone responds differently, so emails can be a great way to engage with introverted leads.

Combine the average gain of two primary communication channels - calls and emails - to increase your conversion rates. You can get better results by implementing a strategy that appeals to both introverted and extroverted individuals. By leveraging different channels, you can easily identify the best mode of contact with a particular prospect. A great trick is to send a wrap-up email after every call, summarising the conversation. To keep track and consolidate all your calls and emails in one place, don't forget to integrate your phone system with a CRM system.

Reverse Risk Compensation Theory

Risk compensation theory suggests people tend to adjust their behavior depending on the perceived level of risk. It's important to understand, no matter how well you showcase and explain your product or service, many people will back out of a purchase because it "doesn't feel right". So how does this affect your sales calls? Well, if your lead associates a level of risk with your product or service, they may refuse to invest or simply end the call.

The perceived level of risk could be in the form of money or time loss, fear of change (using a new system/ product), fear of making the wrong decision, etc. Your goal is to enhance the perceived benefits of your product or service while diminishing the perceived risks. If done correctly, your lead will feel like there is a greater risk in not pursuing your call-to-action (CTA); reversing risk compensation theory in your favor.

The Scarcity Effect

A 2018 dissertation analysed how time and money scarcity can affect decision-making and influence a person when purchasing a product. The most common sales tactic is using the fear of missing out (FOMO) as a way to persuade people with scarcity. Here are some tips to use the scarcity effect to your advantage while making a sales call:

- **Places are limited:** In event management, Account Managers will often pressure the client to make the deal, otherwise, they will lose their place.
- **List of interests:** In some cases, you can add the lead to a 'list of interests', holding their place, once-off, for a very short time.
- **Suggest a "drive-tour" period:** If you can, encourage your leads to try your service or product for a limited time, starting right after the sales call. They will have access to your user portal, or even a real product for a few days. Knowing it is limited, they definitely will take this opportunity to see how it works in action.
- **End date tactic:** Emphasise the end date of the deal during the call to stress the time scarcity of your offer.
- **Captivate your customer:** Keep the customer engaged by maintaining their interest in your service or product. Make the conditions clear and easy to help you close the deal.

Identifying Positive Traits

When speaking with a potential customer, identify a positive trait or title to compel them to live up to your compliment. Psychological case studies continually show how we are affected by positive labelling. Near the end of your conversation, try saying something like:

- "It was very interesting to learn more about your business"
- "In your sector, I can tell you are one of our best clients".

Identifying a positive trait in a prospect makes them feel validated and may create an authentic connection before you move forward with a deal. Make sure to be genuine when you're identifying your customer's positive traits. Nothing sounds worse than a fake compliment or someone thinking you are inauthentic. That reflects badly on your business.

End Conversation with a "Call-to-Action"

Always finish your call with a "Call-to-Action" (CTA) and schedule a next-step. A CTA is a planned statement designed to get an instant response or reaction from the prospect reading or hearing it. It's typically stated at the end of a sales pitch to let potential clients know the next steps they need to take if they're interested in your product or service. Here are two common misconceptions new businesses believe about CTAs:

1. The prospect already understands what they need to do if they are interested in buying or learning more about your product/service.
2. Stating a "Call-to-Action" is an obnoxious practice and it will drive potential clients away by annoying them.

Excluding CTAs out of your sales pitch can cost you money. They are critical in directing a lead to the next-step of the sales process or funnel. If you do not get a "YES" from the prospect after your first call, try to schedule a follow-up call a few days after your initial conversation. Maybe they need time to speak with the other stakeholder(s) or determine the possibility of implementing your product or service straightaway. If you can pre-arrange the next call, it will be easier to get this prospect on the phone again.

Conclusion

Once you make contact, start the conversation on a positive course and build a genuine connection. While making a sales call, remember the 80/20 rule and apply active listening. Near the end of the conversation, identify a positive trait or title. If they don't answer the first time, that's fine. Wait 30-60 minutes before your second attempt. As you try to make contact with your lead, alternate between calls and emails.



Chapter: 05

Create an Emotional Connection with Your Customers

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Creating an emotional connection with your prospects and returning customers requires a lot of time and energy, but it's worth the effort. A research article, published by the Harvard Business Review, claims that different companies "are now using a detailed understanding of emotional connection to attract and retain the most valuable customers." These "emotional motivators" provide a better understanding of a customers' satisfaction, brand awareness, and future value to a business.

To save you time, we've compiled 5 effective ways you can create an emotional connection with your customers (and prospects):

1. The Power of Positive Reframing

A customer's behavior can be affected by many emotional factors. They can be anxious about spending money, agitated from a long day at work, sad, angry, happy; the list is endless. So how do you transition into a positive conversation if the customer starts the call on a negative course? With 'positive refraining' you can take negative statements and rephrase them in an optimistic way. As a psychological trick to cheer up a friend, this can easily backfire. However, as a sales tactic, 'positive reframing' can be used to present a solution to satisfy a customer's pain point or need. For example, during a sales call if you hear something like:

- **Customer:** "I'm sorry but I don't have the money right now to afford <your new product>."
- **Response:** "Your concern about spending more money is perfectly valid. We appreciate you and your business, which is why I'm calling you today. With our new product, you can actually save money and have all the same features as the system you're using now.

Every situation and customer is different. While positive reframing works well with some, it may fall short with others. The key takeaway is to acknowledge your lead's pain point, validate them, and present a positive solution.

2. Making a Lasting Impression

To start, begin your conversation on a positive course with a (non-sales related) question, like:

- "Hello <their name>, how are you doing?"
- "Are you out enjoying the sunshine today?"
- "How have you been since the last time we spoke?"

You can even recall personal details, to remind them you are emotionally invested in the relationship:

- "How are your kids, <their names> doing?"
- "Did you have a good time at the <band> concert?"

This sets the tone of your conversation on a positive track. If a negative subject is introduced, the rest of the conversation is at risk to follow in the same manner.

3. Offer VIP Access

When you offer a repeat customer VIP access to exclusive products or services, it lets them know they are valued by your business. Why would you, a busy sales rep, take the time out of your day to give them special deals or access to inside information? Well, because it's your job. But if you want to create an emotional connection with your customers, you need to mask the obvious reason why you're calling and replace it with something more personal. Let them know they are the first person you thought of when your business released a new product or service, discounted merchandise, or access to a special event. This is an effective way of showing your appreciation for them. They'll remember this and it will strengthen your emotional connection.

4. Go the Extra Mile

When communicating with a customer, always follow through with your promises. You need to consider how your customers will feel if you promise them something and never follow-up. It will make you seem unreliable. How can they trust your sales pitch if they can't trust your word? Sales and customer service have become increasingly more personal over the years; people want to talk to people, not automated telemarketers. If they're going to invest their time and money, you need to do more than simply close a sale. Try to set up a meeting in person. This is the best way to gauge their commitment and potential investment in your business. It also provides a face to the voice on the other end of the phone, instantly making your connection more personal.

5. Launch a Loyalty Program

Another great way to emotionally appeal to your customers (and convert clients into brand advocates) is by launching a loyalty program. Through loyalty management platforms, you can reward repeat clients with special features, discounted merchandise, or exclusive information about upcoming events or software updates. Returning customers want to be rewarded for their investment in your company. Consider giving them limited access to new products or inviting them to beta test the latest product features. Try offering discounted rates, available only through your loyalty program. This will make them feel special and valuable to your business. You may even receive some beneficial user feedback on your new product or services.

Conclusion

Every company should invest in creating emotional connections with their customers. With the right strategy (and software) you can combine your communication channels to maintain genuine connections with your customer base. Consider this - if you don't spend the time emotionally connecting with your customers, your competition will. Don't miss out on establishing long-term relationships and financial investments.



Chapter: 06

Follow-up in Sales Without Annoying Your Prospects

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Once you have identified a prospect (through various tools and CRMs), what's the next step? With the right level of persistence and contact strategy, you can easily follow-up in sales without bothering your prospects. You may achieve contact on the first call and have a promising conversation. But how do you get them to commit to your product or service without seeming too persistent?

To help you (and your business), here are 10 ways to follow-up in sales without scaring your prospects away:

1. Finding the right Tools

There are some great software programs, like PandaDoc (to send quotes) and Hubspot (a CRM platform that tracks website visitors) that notify you whenever the client reopens your quote or revisits your website. This is an ideal moment to take the initiative and make contact. Your service/product is fresh on the prospect's mind, so when they receive your call they won't feel surprised or caught off guard.

2. Schedule a Follow-up Call

Always schedule a follow-up call with your prospect. Mark it on your calendar and set the invitation as something like, "Quick Call with Bob - His Feedback". This allows you and your prospect to have a clear understanding of the next time you will be speaking and what you will be discussing. The prospect feels committed in advance and you avoid an annoying, unexpected phone call.

3. End-of-Call Questions

Before ending your conversation, here are some questions you can ask your prospect:

- "What's the best way to communicate with you moving forward?"
- "When is the best time to contact you?"
- "How about tomorrow at 4:00 PM, if I give a call and we can customize your quote together?"

You need to set the ground rules for future communication and be clear about your expectations. Let them know you respect their time.

4. Following Up with Emails

If you ask your prospect, "what's the best way to communicate with you?" their answer will usually be with an email. If it is, respond with something like, "I'm sure you get a ton of emails every day, like me. What should I put in the subject line that will get you to open it and respond?" It's better to ask them for the subject line because it allows your prospect to take part in scheduling a follow-up. They are more likely to respond and will not feel surprised or annoyed to receive your email. Try using an emoji in the subject line, it will definitely catch your prospect's attention.

5. Provide Valuable Information

Most people do not respond to follow-up emails because they sound like an automated sales pitch. However, if your prospects believe you are contacting them with a limited deal or discounted price, they are more willing to listen. Anyone can find information about your business on the Internet, so don't repeat what they already know. Instead, ask questions to gauge their interest and product knowledge, then provide them with valuable information.

6. The right level of Persistence

To avoid receiving negative comments about sales persistence, resist calling more than six times. Determining when to make the next call can be tricky. How long should you wait to follow-up again? Knowing when to make those calls is the key to achieving premium conversion rates.

7. Call-to-Action

Try to end your conversation with a call-to-action (CTA) and plan the next steps with your prospect. This is the best time to get a commitment from your prospect and prepare them for the second call. They usually have their schedules in front of them, so seize the moment and lock them down for a follow-up call.

8. Contacting the Buying Team

When you're selling to a large organization, there may be several people involved in the buying decision. In some cases, it's better to focus on the company as a whole. You can still make great connections with individual prospects but stay focused on your objective. Make it clear how your product or service will not only improve their lives but their team members as well. You may seem desperate if you contact each member of the buying team, multiple times.



9. Notifications + Contact Time

Spread out your follow-up calls to avoid annoying your prospects. However, finding the best time to contact them is challenging. Trying to make contact twice a day can seem aggressive. So how do you make contact without annoying them? The secret knowing when they have time and want to speak with you. If you use software that notifies you whenever your prospect returns to your website or reopens your email, simply take the phone, make the call, and close the deal. That is the best moment to reengage with them.

10. Knowing When to Walk Away

Knowing when to walk away from the dreadful 'gone dark' scenario is the hardest part. The lead may have seemed promising, but after you tried calling and emailing them 5-6 times, they may never reply. So what's the next step? It's now time to send your final email. Here's a sample of what a 'final email' looks like:

> Hi Devon,
>
> I've tried to contact you multiple times via phone and email, and I hate to keep bothering you. If or when you'd like help finding a <your product or service>, please let me know and I'd be happy to assist you. At this point, I am closing your request for help. You can get in touch with me at <phone number> and <email>.
>
> Kind regards,
> Bob

Sending a 'final email' to unresponsive prospects usually gets a response. But why now? It's a simple sales scarcity tactic. When you remind them that you've tried to contact them and now you are closing the conversation, they are motivated by their 'last chance' to respond.

Conclusion

Although it's critical to be persistent in sales, you should actively avoid being irritating or overbearing with your prospects. Remember, always be polite, schedule your follow-ups, and try different modes of contact to increase your conversion rates.



Chapter: 07

How to Close a Deal Using a Sales Call Script

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Before you and your team start contacting leads, you need a sales call script. Not just any script, you need one that caters to your industry or fits the format for the type of call. So what is a sales call script and why is it useful when closing a deal?

Sales call scripts are step-by-step instructions (from introducing yourself to scheduling a follow-up) when speaking to a prospect over the phone. As you become more comfortable making sales calls, take notes, modify the script, highlight the lines that work. Eventually, you'll be able to go off-script and start using your personalised sales strategy! However, if you're anxious about making your first call, here are the fundamental basics of a sales call script to help guide you through your conversation:

1. Clearly Introduce Yourself

To start, state your name and business. Speak clearly and confidently so they know exactly who you are and which company you represent. For example:

- **When calling an inbound lead:**
  "Hello [lead's name], this is [your name] from [your company]. We got your quote request. How are you doing today?" pause.

- **When you are calling a new prospect and you have a high position:**
  "Hello [prospect's name], this is [your name], [job title; Director, Head of... or Chief...] at [your company]." pause.

- **When you are calling a new prospect but you do not have a high position:**
  "Hi [prospect's name], this is [your name] from [your company]." pause.

Pausing after your introduction is a necessary but difficult tactic. Even experienced sales reps struggle with pausing before they drive straight into their pitch. While the pause may be awkward, it's important to let your prospect think about who you are and why you sound so comfortable speaking with them. They may have forgotten about the demo or free trial they signed up for and need time to recall why you're contacting them.

2. Create a Personal Connection

People like talking to people, not telemarketing robots. If you go straight into your sales pitch, you risk losing their attention, wasting your time, and missing the sale. You need to establish a personal connection with your lead before making your pitch. A great way to do this is by asking questions. This encourages your lead to participate in the conversation, shows them you are interested in their company, and establishes a good rapport. Here are some useful open-ended questions:

- "So, you've been at [their company] for [X years]. That's amazing! What's it like working in that industry?"
- "I understand you attended [university]. What did you study there?"
- "Well, [prospect's name], I see you used to work for [former company] How did you find the work environment there?"

Your goal is to make your prospect feel comfortable and get them talking early in the conversation. This quickly creates a personal connection and allows you to learn more about them. Go into the conversation with the mindset that you and your prospect are good friends rather than putting pressure on yourself to instantly make a sale.

3. Maintain a Comfortable Conversation

At some point, they'll ask you about the purpose of your call. Don't jump straight into your sales pitch! Remember, you and your prospect have built a personal connection, so it's okay to chuckle and say something like, "I was having such a great time chatting with you, I completely forgot why I called!"

This usually lightens the mood and makes them feel comfortable speaking openly with you. However, if your prospect is in a hurry, get straight to the point. They'll appreciate that you respect their time.





4. Discover Customer Pain Points

After introducing yourself and establishing a connection with your prospect, it's time to discover their customer pain points. Before explaining your company's products or services, let your prospect know you fully understand their business and challenges. For example, you can say something like:

- "I work with sales managers in customer service with five to ten members on their team. They're usually looking to increase their conversion rates and productivity. Is this something you can relate to?"
- Since you've done the research, you know their answer will be "yes."
- Respond with, "Tell me more so I can better understand your business."
- Or: "How do you use [particular tool or system]?"

Now they'll explain their customer needs and pain points, which you'll later incorporate into your sales pitch. After they explain their tool/system, respond with a well-placed compliment, like: "It sounds like you know a lot about the industry. That's great!"

5. Making Your Sales Pitch.

- Now, it's finally time to make your sales pitch. You've discovered their pain points and are going to use them in your positioning statement. A positioning statement expresses how a certain product, service or company fills a specific customer need in a way that shows how their competitors fall short. If you need help with your sales pitch, follow these simple steps:
- Start by repeating your lead's pain points, "So, what I'm hearing is…"
- List the benefits of your product/service that specifically target their needs.
- Explain clearly and concisely how your product/service works.
- If they seem hesitant, try offering them a free demo or trial period.
- Close the conversation by scheduling a follow-up call or email.

If they seem interested in your product or services, guide them through the purchasing and set up process.

Conclusion

A sales call script can either be beneficial or disastrous, so:

- Be clear about who you are and why you're calling, but use the right approach for each type of call.
- Don't talk over your lead. Ask questions to create a personal connection.
- Maintain a positive and comfortable conversation.
- Discover their customer pain points and needs.
- Clearly say your positioning statement and schedule a follow-up.

Remember, a sales call script is a brief guide to help you during a conversation, not a crutch to completely rely on every time you make a call. People want to talk to people, not automated robots, so it's fine to customise the script to suit your style. Modify it accordingly to what works best for you!



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