

PRESENT SOS

**CREATE YOUR
PROSPECTING
SCHEDULE**

**More Profitable Sales. More Sustainably.
In Less Time.**

Prospect

Start with a Diagnostic

Why do customers buy from you?

Why do customers NOT buy from you?

How much time should you spend prospecting weekly?

How much time should you spend researching and planning weekly?

What customers are the most profitable?

What customer's are the least profitable?

When do customers buy?

Are customers buying a necessity or a "Nice To Have"?

What are their options (other than buying from you)?

What will they do if they don't buy from you?

What % of your sales are via Referral? And what % of these close?

What IMPACT does your product/service have on customers financially?

Is your customer focused on gain or pain avoidance?

When do you discuss pricing?

Example Email Campaign Structure

Day 1 **Message:** Email direct to decision maker. Refer to challenges they are facing, outline how we've helped similar companies, link to Landing page

Day 3 **Message:** Refer to your previous email, ask for a call.

Content: 1st article

Day 5 **Message:** New Headline and focus on new value statement.

Content: 3rd Party Link/article on industry related topic of interest

Day 7 **Message:** New Headline and focus on new value statement. Ask for a call

Content: 2nd article on specific aspect of your product or service

Day 9 **Message:**Reference previous email ask for a call.

Content: Interesting article or download.

Day 12 **Message:** New headline and reference your previous emails.

Content:3rd article of value to prospect

Day 18 **Message:** reference previous email, offer new date and time for a call. Content: 3rd Party article.

Example Campaign Structure

- 1 RESEARCH PROSPECT LIST AND REFINE
- 2 CALL TO CLARIFY CONTACT DETAILS AND EMAIL. Then Email
- 3 CALL DECISION MAKER USING SCRIPT. VOICEMAIL 1
- 4 CALL TWO WEEKS LATER. VOICEMAIL 2
- 5 CALL TWO WEEKS LATER. VOICEMAIL 3
- 6 SEND A BROCHURE. Follow them on social media
- 7 CALL ONE MONTH LATER AND INVITE TO EVENT
- 8 SEND THROUGH CASE STUDY/TESTIMONIALS
- 9 ONE MONTH LATER SEND SOME NURTURING CONTENT
- 10 LEAVE IT SIX MONTHS

Your Prospecting Process Steps

1

2

3

4

5

6

7

8

9

10

Take your goal for Qualified Leads and Sales Opportunities and set specific sub-goals for each tactic you will use.

Tactic	Annual	Monthly	Weekly
Referrals			
Networking			
Events			
Telephone			
Email			
LinkedIn			

Prospecting Schedule

Write down when you intend to do your prospecting. What days and what times?

Prospecting Toolbox

Write down the specific tools you will use in your prospecting plan.

What videos?

What Content?

What emails?

P - PREPARATION

R - RAPPORT

E - EXAMINE

S - SHOW

E - ELIMINATE NO

N - NOW ASK

T - TOTAL AFTERCARE



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More Sales, More Consistently, In Less Time

Sales Coaching, Sales Training and Sales Consultancy

Never Generic. Always Tailored To You



One-off engagements

One-Off workshops and Programmes of workshops

One to three months engagement

Minimum six month engagement

<p>Single Session</p> <p>Behavioural Assessments We offer a full suite of DISC behavioural assessments. You will receive a comprehensive report. And a 60 - minute consultation.</p> <ul style="list-style-type: none"> - Sales Skills Index - DISC behavioural assessment - Talent insights assessment - TriMetric DNA assessment - TriMetric EQ assessment <p>(We can conduct assessments for teams as well).</p> <p>DISC ASSESSMENTS WITH ONE HOUR DEBRIEF €244 PLUS VAT</p>	<p>One and Two-Day Workshops</p> <ul style="list-style-type: none"> - SalesCOACH training programme (A minimum Two Full Days or 6 one-to-one sessions) - Sales Process Design - Sales Pipeline Management - Sales Prospecting - Sales Storyboard and Sales Presentation Skills - Sales Communication Skills - Sales Effectiveness - Sales Goal Setting - Listening And Deep Discovery - Close More Sales Deals - Handling Objections <p>ONE DAY WORKSHOPS €950 PLUS VAT</p>	<p>Sales Infrastructure Diagnostics</p> <p>This is a two stage deep-dive analysis of your sales systems and processes.</p> <p>Stage One We will analyse your</p> <ul style="list-style-type: none"> - Sales Strategy - Sales plans - Sales performance systems - Sales Processes - Sales Pipeline Management process - Sales tools - Selling tactics - Account management process <p>Stage Two We will make detailed recommendations on how to improve your sales infrastructure.</p> <p>MONTHLY ENGAGEMENTS €2,500 PER MONTH PLUS VAT</p>	<p>Implementation And Management</p> <p>Here is where we excel. We become part of your team. And we work hands-on with you.</p> <ol style="list-style-type: none"> 1) We complete the Sales Infrastructure Diagnostic. 2) Make recommendations. 3) Then we move to execution phase. <p>We will help you implement a full sales performance management system. Our PRESENT SOS.</p> <p>Including</p> <ul style="list-style-type: none"> - Weekly sales reviews - One-To-One sales manager training - One-To-Group sales coaching and development <p>MONTHLY ENGAGEMENTS €2,500 PER MONTH PLUS VAT</p>
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Blended Learning - All programmes are reinforced with Video Tutorials and Exercises

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