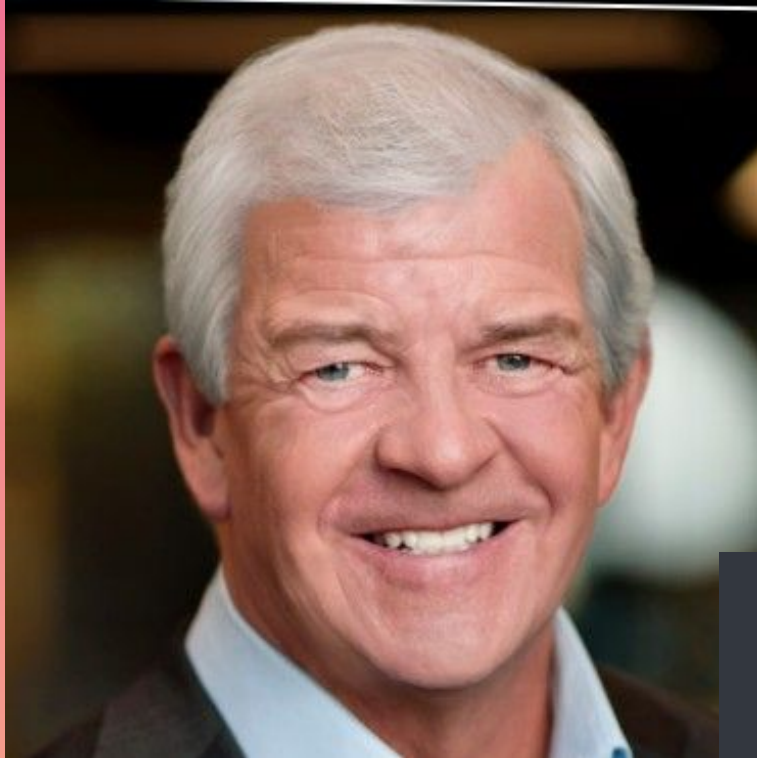


Blissful
PROSPECTING



ART SOBCZAK

Inside sales trainer,
keynote speaker, and
author of Smart Calling

THINK OUTSIDE THE SCRIPT

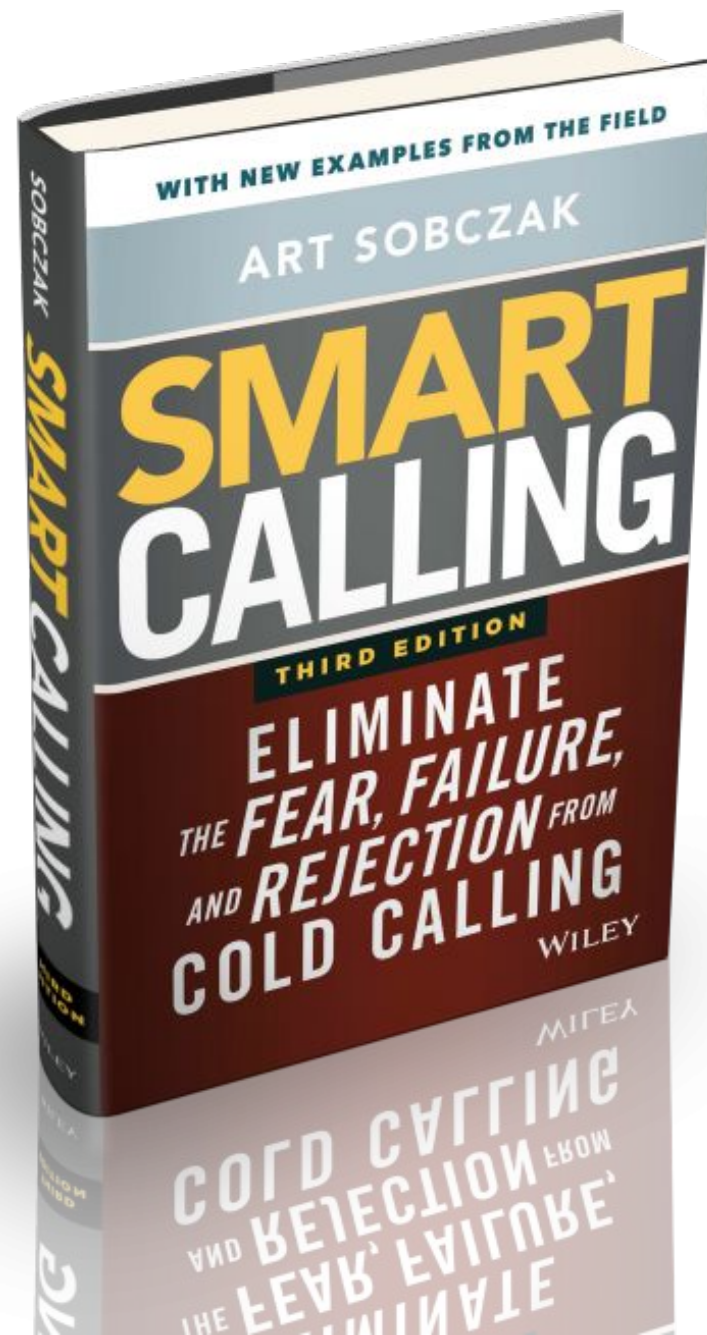
SESSION SUMMARIES

“

**Assistants are
much better at
getting rid of
salespeople than
salespeople are at
going above,
around, through,
or over them.**

”

Art joined the **Think Outside the Script virtual tour to talk about...**



GATEKEEPERS

Work with them. Not around, through, or over them.

“I understand you probably get tons of calls from people who want to speak to your boss. And most of them just want to pitch their stuff.

(share value prop)

What would you suggest would be the best way to speak with him/her so that we could have a conversation to determine if what I have would be of some value?”

A gatekeeper is an “assistant.” Be kind and ask for their help.

WEASEL WORDS

Avoid being assumptive with your language. Use more words like these when you're prospecting:

“Might”

“Maybe”

“Perhaps”

Be less assumptive; don't assume you know the prospect's challenge.

SMART CALLS

There's no reason to make generic cold calls.

“Smart Calling is simply knowing something about the individuals, the companies, and the situations that we're calling into...

People today are inundated with thousands of messages every day, and therefore they have to become professional ignorers.”

Take the time to research your prospect and their company.

SOCIAL ENGINEERING

Talk to personas under and around the decision-makers to gather intel.

“Matter of fact, you probably work closely with him/her don’t you?”

There’s probably information you could help me with first to determine if it would be worth it for me to speak to him/her.”

Gather intel and lead with those insights when you call on the decision-makers.

Use a bottom-up approach to bring insights to decision-makers.

OBJECTION HANDLING

Rebuttals aren't the way to handle objections.

“You’re never going to change someone’s mind because you talk at them. The only way you can even begin changing your mind is by doubting your belief...”

Salespeople create more objections than were ever there by not having a good process to begin with.”

Be curious and ask questions when a prospect shares an objection.

Watch the rest of Art's talk

(Links in the first comment)



**Check out the rest of the speakers
on the tour this summer!**

SIGN UP HERE

Tour.BlissfulProspecting.com