



# The *Best* Prospecting Book Ever Written

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## Introduction

*“Hallmark... when you care enough to send the very best.”*



It is a bold statement to say “The Best” anything. Two things: (1) I figured it would sell more if the title said “Best” and (2) My objective in writing this book was to provide you, the reader, the best information available in the marketplace today. The second point is a difficult task because every author thinks their stuff is the best. There is some good stuff out there. Some of it actually works; however, much of it is great seminar stuff or a rehash of what has been talked about for as long as I’ve been in selling and even longer.

My intent here is not to minimize what other professional trainers have taught and continue to teach. My intent is to provide you a perspective that you can take to the work place tomorrow, and if you implement just one idea, it will have an immediate impact on your business.

I encourage you to use this like a workbook you may have used in school or in your business. Write in it, bend the corners of the pages over and utilize the forms provided. You will get out of this book exactly what you put into it. The successful prospecting system is like a puzzle. Without using all the pieces, you can’t have a complete picture. You won’t accomplish the goal of a complete puzzle. You will only have partial success.

I will highlight the “gottas” of this prospecting system- the parts that I strongly suggest you do not change, omit or re-arrange. Other parts you can customize to fit your personality and style.

Finally, keep in mind the words of the late David Sandler. “You can’t teach a kid to ride a bicycle in a seminar.” Well, not only can’t I teach you to ride a bicycle in a seminar, I would find it extremely difficult to teach you all you need to know about prospecting in a book. You actually have to take the information out into the field and use it. You have to try it over and over again. You will invariably have difficulty using this information because much of it will be new to you. Don’t get discouraged. Stay to the task. Stay focused and you will have prospecting success like you’ve never experienced before.

Thank you.

Tony Cole, CEO  
Anthony Cole Training Group

## Chapter 1: Run Faster

*“You’re gonna have to run harder, son.”*

- Iowa State Football Coach

In 1980, I spent my first summer in Ames, Iowa as a member of the Iowa State University athletic staff. In August of that year, our football team reported for pre-season camp and the first couple of days were spent testing physical fitness and skill levels.

One of the physical tests was the 40-yard dash. The 40-yard dash was the most commonly used test for speed. On this particular day, I was standing next to one of the coaches as he was timing athletes competing in the race. As they would cross the finish line, he would click the stopwatch and tell the performance time to one of the trainers to record. Occasionally, words of encouragement/coaching were shouted out to the athlete after the dash was completed. It was then that I learned the commonly accepted coaching technique of how to get young athletes to run faster. The coach yelled to the athlete, “You’re gonna have to run harder, son”. That was coaching.

“Duh” wasn’t popular as an expression back in 1980, but it sure would have been an appropriate response.

In 1987, in Cincinnati, Ohio, I entered the life insurance business with a mutual insurance company known for its training. Somewhere in the first six to 12 months of my training, those words, “You’re going to have to \_\_\_\_ harder”, would come back into my life. Maybe not those same exact words, but you will see the resemblance.

I was reporting my activity numbers (how many dials, contacts, appointment, cases opened, presentations, and closes) I had made for the week. I don’t remember the exact numbers; they are certainly insignificant now. However, the coaching I received from my sales manager sounded similar to what I had heard from that coach back in Iowa.

After reviewing my numbers, my well-meaning sales manager said to me, “Tony, you’re gonna have to make more dials”.

Duh!

**Training Point!** *“We can no longer continue to work harder at the wrong things.”*

Lee Iacocca

Working harder is NOT, I repeat, NOT the answer to greater success. Will you sell more? Maybe. Will you get better? NO! The only thing that will happen is you will increase your tolerance for failure. Though it is important to learn how to deal with rejection in sales, I would rather you learn how to do things correctly! Combine using the right Techniques, with a great Attitude, and perform the Conduct necessary to succeed and your prosperity will grow by leaps and bounds.

## Chapter 2: Attitude is Everything

*“The difference between a successful person and others is not lack of strength, not lack of knowledge, but rather in lack of will.” - Vince Lombardi*

Your attitude about prospecting will determine how successful your sales career will be. If you feel that prospecting is something you “have to do”, then you will view it as drudgery. You will resist it, you will find other things to do instead of prospecting. You will not improve your skill at it, and therefore your performance and success in sales will suffer.

You must embrace prospecting. You must understand that prospecting *is* the job. You get paid the unbelievable amounts of money (if you’re not making it now, you soon will be) because you are willing to do what others won’t – prospect. The operative word is **WILLING!**

Those people in your industry that are making the most money are not making the most because they are brighter than you are, have better presentations than you, or because their product is better than yours is. They are making big money because they have figured out that the real job is getting in front of people or businesses that need, want and can pay for the product and services they provide.

The moment you realize that prospecting is the job, you have taken your first step to the best year in sales you’ve ever had.

Now, some of you are saying, “Tony, you don’t understand, I already make a lot of money.” or “Tony, I’m already prospecting as hard as I can; it’s just not getting any easier” or “I’m not getting any better results”. We can identify those types of statements as attitude problems. As soon as salespeople say to me “I’m already” or “I’m calling, phoning, dropping in as much as I can” or “I can’t possibly do any more”, what they are really telling me is that they have a fixed mind set. A fixed mind set will get you a fixed income (no matter how high or low it is).

Typical salespeople have self-limiting beliefs that in turn limit their behavior. The first step to unlocking the locked mindset or the mind that has limiting beliefs is to identify what those beliefs are. Here are some examples. Check the ones that you have said to yourself or have felt at any time in your sales career:

- *“I don’t like prospecting.”*
- *“It’s hard to get past gatekeepers”*
- *“I have to tell the gatekeeper why I’m calling.”*
- *“I just try and get an appointment.”*
- *“If a prospect asks me to call them at a later time, it’s because they will see me then.”*
- *“I always tell the prospect what company I’m with when I call.”*
- *“If a prospect asks me to send something, I try to overcome the objection but I usually send something.”*

- *“Sending a pre-approach letter is an effective way to get an appointment.”*
- *“Leaving a message that I called and the reason I called increases my chances of getting an appointment.”*
- *“I’m not a very good prospector.”*
- *“People don’t like to give referrals.”*
- *“Referrals aren’t important in my kind of selling.”*
- *“Cold calling is fun.”*
- *“I’m uncomfortable asking for referrals.”*

There are several more that we could identify here but this list ought to do. Tell me, what does this list tell you about you? How do you think these beliefs affect the way you prospect, the frequency of your prospecting, and the skill level at which you perform when you do prospect?

These are all limiting beliefs that, in order for you to be successful in sales, you must overcome. Now, your next step is – positive affirmations. If you’ve done any self-help reading over the last 10 years, positive affirmations should not be a new term or phrase to you. As elementary as this may sound, if you’re not going to follow these steps in the process, simply stop reading now.

Having the right attitude- meaning beliefs about prospecting- is the essential key that will unlock the skill that you probably already have. You just haven’t been able to overcome your own self-limiting beliefs.

Take the limiting beliefs you’ve identified and turn them into positive affirmations. Below are a few examples:

*“I don’t like prospecting.”*

**“I love prospecting because it is the key to great prosperity.”**

*“It’s hard to get past gatekeepers.”*

**“Getting past a gatekeeper is what I do best when I prospect.”**

*“I just try and get an appointment, I’ll qualify them later.”*

**“The more I qualify on the phone, the more successful my sales calls will be.”**

*“I’m not a very good prospector.”*

**“I am a very strong and productive prospector. It is what I do best.”**

*“People don’t like to give referrals.”*

**“People are more than willing to introduce me to other people they know.”**

*“Cold calling is fun.”*

**“Cold calling will be fun and productive for the next 90 days because on day 91, I will be in the introduction phase of my marketing plan.”**

Now these are just some examples. Take a few minutes and identify some of the negative thoughts you typically have about prospecting and turn them around to become positive powerful tools for your sales success.

<b>Current Limiting Beliefs</b>	<b>New Empowering Success Beliefs and Behaviors</b>





## Chapter 3: Attitude = An Acronym for Prospecting

**A** = Ask, ask, ask, ask, ask. You must constantly ask for introductions to get out of the cold call business.

**T** = Take time. You must schedule time daily to do your prospecting. You can't "try" to fit it in whenever you can.

**T** = Talk to people. You must constantly be talking to people about what you do. Be visible. Talk to anyone you can about what you do. Deliver your USA (Unique Selling Approach).

**I** = Involved. Get involved in associations, community groups, schools and social groups. Do not get involved solely for the purpose of immediately drumming up prospects but to connect with people and be visible.

**T** = Tenacious. You must be a tenacious prospector. You must believe that your job isn't selling; it is prospecting.

**U** = Unending. You must understand that as long as you are selling, you are going to be prospecting. The job does not stop.

**D** = Do. I know this sounds repetitive but it is as simple as DO. It's not a whole lot different from the Nike commercial. Just DO IT!!!

**E** = Enjoy. It really can be fun if you do this right. Don't take this thing so seriously. You must be able to say NEXT!

Some additional thoughts about attitude- I guess this really pertains to the rest of the book and the information I will try to relay to you. Some of it will sound strange to you. When you read this, I want you to suspend your mind. Put it in neutral. Don't be too hasty to judge. Don't let "brain baggage" (i.e., "That would never work for me") trip you up before you even get started.

Recently, I received a note from one of my friends/clients that he had sent out to the producers of the agency. At the bottom of the note was a terrific quote: *"The mind is like a parachute; it doesn't function until it opens."*

I want you to read the same message. I want you to open your mind to the possibility that, maybe, just maybe, there is another way.



## Chapter 4: It's an Inside-Out Job

Your self-esteem will have **everything**, let me repeat, **everything** to do with your attitude. We had a coach at the University of Connecticut, Chris Palmer, who was fond of saying, *“Look sharp, feel sharp, be sharp, play sharp.”* In other words, there is a connection between how you feel and how you will perform. I do, however, disagree with Chris on the connection between looking sharp and feeling sharp. I have been witness to many people whose entire self-esteem was wrapped up in a BMW blanket. No BMW, no confident self-image.

I remember from my early studies of getting a PhD in ME (a phrase borrowed from my friend Mark Victor Hansen) a couple of key concepts that help in every aspect of my life. If you give these some thought, not only will it have a dramatic impact on your prospecting, but also your selling as well as other relationships in your personal and professional life.

### Key Concepts of Self Image:

1. It is an inside/out job.
2. You must take ownership of your feelings.
3. Your roles have nothing to do with who you are.
4. People will try to make themselves feel better by making you feel worse.
5. People can only get to you if you let them.
6. It is ok to have goals of success and prosperity.
7. When you start to grow and control your destiny, someone will be there to “firehose” you.
8. You must have faith in your Creator’s judgment.
9. The “fears” that will challenge your self-image are imagined and created by you or others.
10. Usually, there is only one person between what you want to become and you.

### Let’s take a few minutes here and examine these.

- If you’re waiting for someone else to come along to make you feel good before you feel good about yourself, you’re in for a long wait. Prospecting won’t wait for you to feel perfect; it has to happen all the time. You must constantly be at your highest and best. That can only happen if you realize that internally you are a “10”.
- You can’t blame others or other things for how you feel. Those feelings are yours. You put them inside and you can take them out.

- You must realize that when things don't go your way, or if you fail at something, it is strictly a role failure. You cannot let it get to you inside.
- People are always looking for somewhere to unload their trash. If you let them, they will pour it all over you. Understand that this has nothing to do with who you are. It is all about who *they* are.
- No one can make you feel anything. You alone allow yourself to feel frustrated, angry, upset, etc. You begin to take ownership of your feelings and you begin to take ownership of your failures and your success.
- John 10:10 "*I have come so that you can have life and have it abundantly*". You do not have to accept a life of "doing OK." You have been gifted with time, talents and treasures. Maximize these gifts, become passionate about your success and all things can be yours.
- Be prepared for what Robert Kriegle calls the "fire hose". Someone is always going to be there to tell you why you can't do something. Trust in your instinct, use your energy, create a plan and your success in prospecting will be unlimited.
- But for the grace of God, go I. You must have faith that your Creator does not intend for you to fail. There is a plan. You may not understand it, know it, and agree with it. That is not the issue. Have faith that whatever the Creator holds out for you is much greater than what you could ever hold out for yourself.
- FEAR = False Expectations Appearing as Real. They are imagined or created by you or your peers, or your experiences. Past performance has nothing to do with what will happen tomorrow. When you take risk, the worst thing that can happen is that you fail. This does not mean you are a failure. Quoting John Wooden, "Success is *never* final, *failure is never fatal*."
- Enough people will tell you that you are going to fail. They wait to see you struggle and only offer an, "I told you so". Don't let yourself get in the way of what you can achieve. Be positive. Be passionate. Pursue your dreams as if you could not fail.

## Chapter 5: All Those Hurdles

Now I spend a great deal of time with salespeople helping them with prospecting. Many of them have good positive attitudes about prospecting. But, at the end of the day they once again discover they have not made calls or asked for introductions to help their business. What gives? Try these things on for size:

- **Fires-** All those things that crop up on your desk that certainly are important, but if you gave them serious consideration, you'd realize that most of the time, those fires detract from your business, not add to it.
- **Sales Meetings-** Sales meetings to discuss the latest greatest technical improvement of your product are important but have very little to do with building relationships.
- **Reports-** Do them during no-pay time.
- **Training-** An absolute must for about 4 to 6 hours per month.
- **Checking Mail-** You just *know* there's an order in there somewhere; however, it can wait until the end of the day.
- **Presentation Preparation-** Delegate or do it yourself. Again, this activity keeps you from going to the bank. Do it before 8:30 or after 4:00.
- **Hanging Out-** I know it is fun and sometimes informative, but it is certainly a waste of time.

If you add all of these things up week after week, you'll discover that you spend a lot of time doing things that keep you from going to the bank. Look at your schedule. Identify how much time you need to spend prospecting. I would usually suggest about 25% of your time for prospecting. Take out your calendar and schedule that 25% of your time at least two weeks in advance. Don't let anything get in the way of that prospecting time.

January	February	March
April	May	June
July	August	September
October	November	December

Think about this for a second. How much will you earn during the rest of your sales career? How will you generate that revenue? Prospecting, right? OK, so every time you pick up the phone to call a prospect, you're adding to the total amount of revenue.

Now, just for grins, say you'll earn \$2 million dollars over the balance of your sales career. The question that begs asking is "would you cancel an appointment that meant \$2 million dollars to you?" The answer is no!!! So, don't let anything get in the way of your prospecting time.

## Chapter 6: The Best Way

There are many ways to get in front of people that want, need and are willing to pay for your product and service. In this chapter, which I really hope to keep short, I do not intend to imply that what you might be currently doing is not making you money. Making money does not necessarily translate into good sales skills or good technique. Often times it is an indication that you are willing to work harder than the next person. If that is the case, armed with the “Best Way”, you ought to skyrocket in sales the next 12 months.

Here’s a test. Do us both a favor and complete the following. (I told you this was going to be like a workbook)

1. If you were selling dental supplies and wanted to meet my dentist, what would be the best way to do that?

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2. If you absolutely, positively had to make a sales call in the next 24 hours, who would you call?

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3. If you had to make a sale in the next 24 hours, who would be the last person you would call?

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4. If you had a choice between a prospecting method that gave you 3 appointments out of 10 prospect contacts or a method that gave you between 6-9 appointments out of 10 prospect contacts, which method would you want to be trained on?

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Last question:

5. If you had a receptionist that put the call through to the wrong person 7 times out of 10, or if you were a CEO and your CFO, and 7 out of 10 times you got the quarterly financials wrong, what would you do?

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## Answers

1. If you were selling dental supplies and wanted to meet my dentist, what would be the best way to do that?

**If you answered with anything other than have me introduce you, maybe you should look for something else to do.**

2. If you absolutely, positively had to make a sales call in the next 24 hours, who would you call on?

**If you said somebody you know or somebody you are currently doing business with or somebody they knew, then you're on the right track.**

3. If you had to make a sale in the next 24 hours, who would be the last person you would call on?

**If you said somebody you didn't know i.e., cold call, then just make the decision to get out of the cold calling business and I can help you.**

4. If you had a choice between a prospecting method that gave you 3 appointments out of 10 prospect contacts or a method that gave you between 6-9 appointments out of 10 prospect contacts, which one would you want to be trained on?

**This was really a trick question. Obviously, we all want to work harder, put in more time, increase our stress and spend time away from the things we really like doing, right? But, you're probably saying "Yes, Tony, I would like to be trained to get 6-9 appointments every time I talk to ten people, but my sales manager said that if I could get 2 or 3, I'd be right there with the industry averages." Read the next answer.**

5. If you had a receptionist that put the call through to the wrong person 7 times out of 10, or if you were a CEO and your CFO, and 7 out of 10 times you got the quarterly financials wrong, what would you do?

**Fire them!!!**

The myth about sales success is "the industry average". Who wants to be average? Why would we – you – accept average from anybody, much less yourself? The training that you have received has probably brought the types of results that would get you fired if you were that CFO or receptionist. It's not your fault that you are who you are. You were trained to believe that your results couldn't be any better than 2 or 3 appointments out of 10 contacts. You were taught that if you could get one sale out of 10 presentations, you would be doing great. If you didn't get that one, you just needed to "run harder".



Stop accepting average or mediocre performance and results from yourself and those around you. Set the bar higher. Execute a sales system that will provide you superior results. You now know the difference. If you don't change, if you continue to let it happen, then it is your fault.

***THE ABSOLUTE BEST WAY TO HAVE SUCCESS IN PROSPECTING IS TO GET INTRODUCTIONS, NOT REFERRALS!!!***

Referrals are better than cold calling. But, it is not the best. If you want the best results, then you must start today to do what the best sales people do; they get introduced.

We're going to spend some time on how to prospect if you're cold calling or following up on direct mail. I realize that some of you might be just starting out and don't have the client base to get qualified introductions or the number of introductions you need to generate your monthly income. Nevertheless, make the commitment NOW that, in 90 days, you will be out of the cold call business. You will prospect the best way- by Getting INTRODUCTIONS!!!!

**I \_\_\_\_\_ commit to being out of the cold call business and into the introduction business on \_\_\_\_\_.**

**Furthermore, I commit to doing the activity required \_\_\_\_\_ per day (introductions per day) to put me on track to reach my personal goals.**

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

## Chapter 7: 21<sup>st</sup> Century Prospecting Strategy

*“The quality of the phone call will determine the quality of the appointment.”*

- Tony Cole

Before you would begin to fine-tune a machine, you would want to run some diagnostics. So, before we begin to rebuild or fine-tune your prospecting engine, let’s do some diagnostics on what you are currently doing. Please fill in your answers.

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When you are making prospecting calls, what do you say to the person (the gatekeeper) when they answer the phone?

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Assuming the person that answered the phone is a gatekeeper, what do you say when they ask you a question like “What are you calling about?”

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What is your response if the gatekeeper says something like “We’re not interested.”

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Suppose the gatekeeper puts you through to your prospect, what is the very first thing you say?

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What type of responses do you usually get to your opening dialogue?  
 (Please put a ✓ next to the ones you hear)



- Not interested.
- Call me back
- Who are you with?
- Can you send me something?
- I’ve got everything taken care of.
- I’m happy with my current vendor.
- Can you send me a quote?



## How do you respond to each one of these?

Not interested.

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Call me back.

---

Who are you with?

---

Can you send me something?

---

I've got everything taken care of.

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I'm happy with my current vendor.

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Can you send me a quote?

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When they ask you to send something, what do you do?

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If they ask you how you think you can help them, what do you tell them about you or your company to convince them that they should see you?

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Suppose they say, "The timing isn't right, so could you call me back in a couple of months?"  
How do you respond?

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What happens when you call them back?

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When you close for the appointment, what do you say?

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Now, suppose for a second you were on the other end of the phone. You are the CEO or President that is taking a call from you. Look at what you've written in the lines above. How does it sound to you now as someone who is *receiving* this call?

Another Test: Do you get calls at home at night from salespeople? How do you respond? How often do you buy from these salespeople? Why don't you buy? How long does it take you to realize that the person on the other end of the phone is a salesperson?

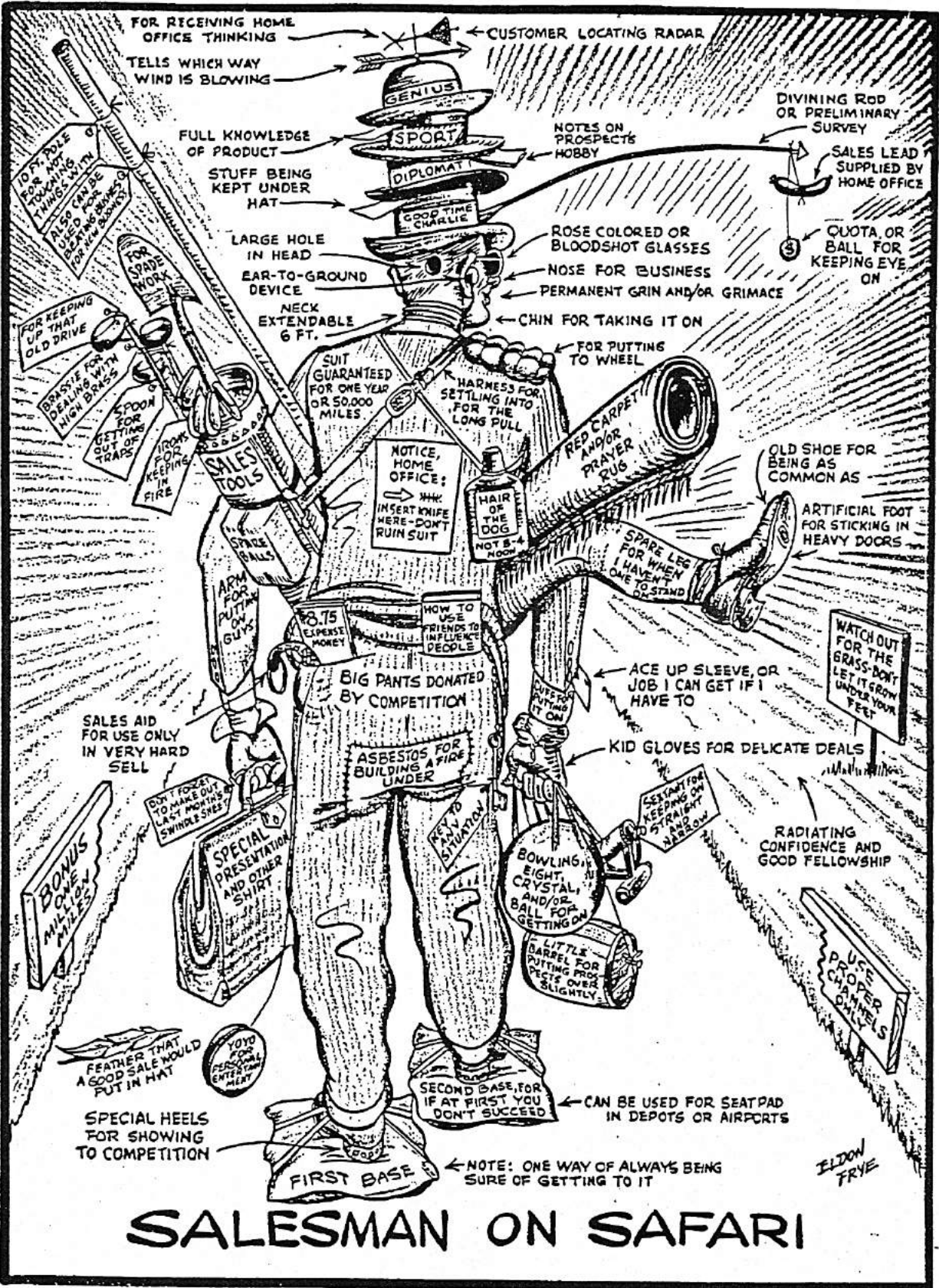
Do you sound like everyone else? Are other people that sell in your geographic location saying about the same things that you are? Could you substitute insurance, copiers, furniture or anything else in your script?

If you're not feeling just a little sheepish right about now, then you're ahead of the game; go on to the next chapter. If you're sitting there thinking, "I sound just like the rest of them", then read on.



**TRAINING KEY:**

**Don't look, act or sound like a salesperson. If what you're doing sounds like everyone else, then stop doing it now!**



# SALESMAN ON SAFARI



## Chapter 8: Key Elements of Great Phone Prospecting

Did you ever misplace (they're never lost) your keys? Where is the first place you look when you begin your search? Where do you look next? And then? Be honest with me now, don't you eventually end up where you started and look again expecting to find them? Don't you sometimes go back 2, 3, 4, times? Not there are they? So why do you keep going back? Because it worked once!!!

*“The definition of someone insane is the person that continues to do the same things over and over again but expects different results.” - Tony Robbins, Awaken the Giant Within*

There are basic fundamental principles I want to introduce you to. These four principles or steps in phone prospecting are in the GOTTA category I spoke to you about earlier. Don't violate these principles. Keep them constantly in the front of your mind when you prospect. Find an index card right now. Write them down. Put them in front of you, next to your phone. As long as you keep these principles in mind, you will make tremendous strides in improving your prospecting results. You can completely blow the actual words and still get better results if you keep these four things in mind.

### The GOTTAS of Getting Appointments by Phone

**The objective:**

*I. Get an appointment*

**To accomplish this, you must...**

*II. Get the prospect involved!*

A) Mentally    B) Verbally

These first two are basic to sales.

Interestingly enough, as basic as they both are, they are probably violated more than any other sales principles other than talking too much, and answering questions. We will address more on this later.

*III. Qualify the prospect. Find SMA – “Some Mental Anguish”!*

*IV. Get invited!*

And now, the rest of the story.

## The Objective

### I. Get the Appointment

Sometimes when I'm training a new organization, I obviously don't communicate this as well as I need to because there always seems to be some confusion. I can tell you what "get the appointment" *doesn't* mean better than what "get the appointment" *does* mean.

#### Training Point

*Don't get an appointment just to get an appointment.*

I know that this could be contrary to what you've been taught or what you're currently doing. There is the school of thought of "just get in front of somebody." Once you get in front of them, your stuff is so good they won't be able to help but buy. You and I both know that old dogs won't hunt. I can speak from personal experience in both selling and training other salespeople that there is little or no value in getting in front of someone that isn't motivated to do something about a problem they have or will have.

What I mean by get the appointment is don't let yourself get sucked into selling over the phone. It happens to the best of us. But if you keep this principle in mind you can recover when the prospect trips you up. How do they do that anyway? Easy. They ask a question. As salespeople, all we need is for someone to ask a question and we automatically think we have a prospect. We do a "data dump" (start selling) and give the prospect all the good reasons why they don't need to see us.

So... DON'T SELL ON THE PHONE!!! (Unless you're in inside sales, obviously.)

### II. Get Them Involved

This part is also as basic to sales as the objective of "get the appointment". I think this is a fundamental "Gotta". So, why is everyone still screwing it up every time they pick up the phone? Why do sales training gurus insist on violating the "gotta" with the scripts that are being taught? I don't have an answer to that question.

What I do know is that what is being taught is not as effective as it once was, nor is it as effective as it needs to be. In a recent issue of Money Magazine, executives were asked how they found financial advice. Every one of them said they went to someone to whom they were referred. They do not take cold calls.

Let's find out more about your prospecting system. Here's another test. Give yourself a point for every "Yes" answer.

When you make a prospecting call, do you say something like this: "Hello, Joe Smith? This is Tony Cole at Anthony Cole Training, how are you today?"

Yes \_\_\_ No \_\_\_

If you get the gatekeeper on the phone and he asks, “Can I tell Mr. Smith what this is about?” what do you say? Do you say something like “I’m calling to find out if I could get a chance to talk to Mr. Smith about how we train salespeople to improve their closing ratios. Could you put me through?”

Yes \_\_\_ No \_\_\_

When you get your prospect on the phone and the prospect asks you, “Well, Tony, tell me, how do you think you can help me?” And you say something like “Well, what we’ve been able to do for other companies is to find out the different things they’re doing now, like what kind of phone script they’re using and we redesign and coach them through the process. It’s been very effective for our clients. If you would give me an opportunity to come by and show you the kind of work I do, I’m sure you would see the benefit of our work.”

Yes \_\_\_ No \_\_\_

When the prospect says something like “Well, Tony, I’m awfully busy right now, but if you want to email me some information, I’ll take a look at it and give you a call”, you say something like, “OK, I’ll send you some information right away.”

Yes \_\_\_ No \_\_\_

If you close for the appointment by saying something like “Would Tuesday at 10:00 or Wednesday at 2:00 be better?”

Yes \_\_\_ No \_\_\_

1 Point = Send the book back and ask for a refund; you’re doing a good job.

2 Points = You have a ways to go but there is hope.

3+ Points = You’re using the old stuff.

If you’re saying anything remotely like what was identified above, you sound like all the other sales people calling on prospects this day, evening, week. I’m a business owner, and believe me they all sound the same. It’s time to get out of that rut.

Back to getting them involved.

You need to get this prospect involved in the conversation ASAP!! That is not accomplished when you start by saying “Hello, this is Tony Cole, with Anthony Cole Training; do you have a minute to speak on the phone?” or anything longer than that like introducing what business you’re in or why you’re calling. There’s time for that later. I’ve never timed it but most introductions last anywhere between 5 to 15 seconds!! That is not involvement ASAP.

Another problem arises when you identify yourself and your company. It’s like a red flag. The prospect, just like you when you get a telemarketing call at home, knows that you are calling to sell something. You’ve started behind the eight ball before the game even begins. What you have to do is say something that forces the prospect to get involved verbally and does not alert them to the fact that you’re making a sales call.

*“Well timed silence hath more eloquence than speech”* Martin Tupper

## The Solution



First, drop the company introduction; it will keep the red flags from going up. Besides, they really don't care what company you're from anyway. You've just interrupted their day. All they want to know is that this interruption had better be worth their time. Make it so!!

I really get nervous about this next part because you won't find this in any training book that I've ever read. It is different. It is unique and it doesn't sound like any other salesman. It works!!!

The second thing you need to do is introduce yourself and then...SHUT UP. That's it. "This is Tony Cole (silence)."

When you do this, your prospect is going to be forced to do three things:

They will be involved verbally. They're going to have to say something because you're not.

They're going to be involved mentally because they will be thinking "who is this?" "Do I know this person?" I had better say something.

They will not be thinking "oh, another salesperson."

The prospect is going to say something like "Can I help you?" As soon as that happens, you have gotten further than any other salesperson that day.

Your response? "I'm not sure; can I tell you why I called?" Again, the prospect will be involved. They will be forced to say something like "Well, sure." (If they say "well, sure", then you can assume that they have time to talk on the phone, thus eliminating the sales call give away "do you have a moment to speak on the phone?" If you feel compelled to ask if they have time to speak, I prefer that you say "Well, before I do that, this might take a minute or two. Is that ok?")

It is at this time that you deliver what we call your USA- Your Unique Selling Approach. Mark Victor Hansen calls it "the elevator talk". David Sandler used to call it the 10-second commercial. It is a statement that tells the prospect what the benefit will be if they are a prospect for what you do. It sounds something like the responses below:

Custom Cleaning – "I help busy executives solve clothing problems."

Life and Disability Insurance – "I provide buckets of money for when people need it the most."

Sales Training – "I help companies drive consistent and predictable sales growth."



- Health Insurance – “I execute reasonable, long-term solutions to troublesome healthcare issues.”
- Automobile Sales – “I improve transportation comfort and effectiveness for entrepreneurs and executives.”
- Real Estate – “I secure affordable comfort and luxury for families.”

Once you deliver your USA, you say, “May I ask you a question?”

Now, I’ve been doing this for the better part of fifteen years in three different types of businesses as well as the various social organizations I make phone calls for. No one, I repeat NO ONE has ever said, “NO, you can’t ask me any questions.” NO ONE has ever asked, “What is this about?”

Now, as sure as you’re sitting there reading this, you are going to use this and make some calls and someone is going to give you one of these. Don’t panic. If the phone call ends right there say, OK, NEXT!!!

Remember, a very important part of phone calling is attitude. The phone call you are making is not a major event for you or the person you just called. As soon as you get off the phone, the prospect is on to something else. If you happen to be calling cold, you could call them back the next day and more times than not, they won’t even remember your previous call. So don’t worry if you struggle, and this isn’t as smooth as you would like it to be. It will take a great deal of phone work before it becomes second nature to you.

The question or questions you ask are determined by the benefits you bring to your current clients. Identify why your clients have decided to work with you. Stay away from things like:

- I provide the best service.*
- I have the best price.*
- I have the best delivery.*
- I have the best selection of...*
- I work hard for my clients.*

Everyone says those things. There is absolutely nothing unique about those phrases. In fact, the second you deliver those phrases, your prospect knows that you are just like all the rest. You just violated the rule: *Don’t look, act or sound like a salesperson.*

Instead, say something like

“Typically when someone decides to work with me, they want me to solve problems such as

- *Help them save enough money for retirement to live the lifestyle they want.*
- *Assure that, even if they are unable to work, they will continue to get paid.*
- *The service they were promised hasn’t been delivered.*

*Mr./Ms. Prospect, when you sit at your desk at the end of the week, month, quarter and think about making sure you have money when you need it the most, which of these problems, if not properly addressed, would cause the greatest problem?"*

This is an example for an insurance agent. I'm sure I could come up with several others for your specific sales industry but instead, in the next chapter, I'll give you an opportunity to develop your own USA.

### **III. Find SME (Some or Severe Mental Anguish)**

Find out what is bugging them before you go to see them. They may not really have a problem. They may just be trying to keep someone else honest or trying to verify a previous buying decision. So while you have them on the phone, make sure you discuss why they would be willing to meet with you.

After you deliver the USA, you ask permission to ask a question. They say "sure". You then ask or state something like:

*"When dealing with other Presidents/HR Directors/CFOs, etc. they typically want me to help them with problems such as (List three problems you typically help people with, aside from price):*

- 1.
- 2.
- 3.

Then continue with *"When you're sitting there at the end of the month with your head in your hands thinking about clothing, transportation, comfortable living space, financial freedom, more efficient work space, happier employees, distributing your product to the market place, etc., what is at the top of your worry list?"*

Prospect: (Interested in efficient workspace) Well, it just seems as if there is a lot of wasted motion in our office. People have to go clear across the office to send or receive a fax or make a copy. We have people on the same sales team located in different areas of the building. It's a real headache sometimes just to get simple tasks accomplished or to get information from one team member to the next.

*You say: "Tell me more about that".*

Prospect: The prospect tells you more about the problem.

*You ask: "Why is that a problem?"*

Prospect: They tell you why it is a problem.

*You ask: "How long has this been a problem?"*

Prospect: They tell you how long it has been a problem.

*You ask: "What happens if you don't fix the problem?"*

Prospect: They tell you the anguish they are suffering and will continue to suffer if they don't fix the problem.

*You ask: “Would you like to fix the problem?”*

Prospect: The prospect will have to say “yes” if it is a “real” problem. If it is not a “real” problem, then you will get a stall or an objection. We’ll deal with those later. Let’s assume for now they say “yes”.

You then get invited.

#### **IV. Getting Invited**

Of all things that I’ve learned about phone technique in the past 10 years, this is the most powerful technique I know. It certainly sets you apart from the crowd and it sets up the actual appointment like nothing else I have read or heard. If you take nothing else from this chapter, take this.

Most other sales systems teach you things like this:

- *“We’ll have a lawn technician in your area next week. Which day would be best for him to come by and give you a free assessment and estimate?”*
- *“I have an appointment in your area next Tuesday; perhaps I could stop by for a few minutes and tell you about the kind of service we provide?”*
- *“If you’re not too busy, I could come out this afternoon and show you how our products would benefit your company. Would that be ok?”*

And then, my all-time favorite- the alternative day close.

- *“Would Tuesday at 2:00 or Thursday at 10:00 be better?”*



The next time someone tries to close you for an appointment just listen to how they try to do it. The next time you close for an appointment, what will you sound like? Do any of the above responses sound vaguely familiar to you? Are you doing anything remotely like this? If so, please STOP IMMEDIATELY.

I don’t care if it is a referral, your best friend, a current client, or a cold call. Stop using those closes. They reek of “Salesperson”.

Side note: You might be saying, “Tony, I don’t care what you say; I’m proud to be professional salesperson and I’m not afraid to admit it to the world.” I’ll say to you, great! You *should* be proud of your profession. It is a great and honorable profession. However, stop getting killed out there just because you’re proud of what you do.

There is a better, more effective way to set the appointment date and here it is.

Once you have SMA and the suspect says, “Yes, I would like to solve this problem”...

*You: “I’d like to make a suggestion; is that ok?”*

Prospect: “Sure.”

*You: “Why don’t you take out your calendar and invite me out to see if we can fix this problem?”*

Prospect: “Ok.”

*You: “What day are you looking at?”*

Prospect: “Tuesday”

You: If you’re not scheduled for another appointment, or to make phone calls or prospect you say, “Fine. What time would you like to see me?”

Prospect: They pick a time

*You: “Given any unforeseen circumstances or emergencies, do you see any reason why we won’t be able to keep this appointment?”*

Prospect: “Well, I might be called out of town on a union negotiation meeting...”



If they have a tentative trip or problem, reschedule the appointment. If there are no tentative conflicts, then you can thank them for inviting you and look forward to seeing them at the scheduled date and time.

Now, think for a minute about your meeting next week. After you walk in and say your hellos, you extend your hand and say, “Thank you for inviting me out.” What a difference from “Thank you for taking the time to see me today.” The latter is wimpy.

Some other points about “old school” selling techniques- Think about the phrases most commonly used when closing for the appointment:

- I would like to come out and show you ...
- I would like to come and tell you a little about ...
- I would like to stop by and demonstrate how our product/service can...

All of those types of statements set you up for failure at the very beginning of the appointment. Think about it. What is the prospect expecting when they hear you say you’re coming to “Show, Tell, or Demonstrate?” They’re expecting the dog and pony show just like all the other salespeople do. You’re supposed to be going out to find out if this person or business qualifies to do business with you. This means you have to ask a lot of questions and find out what is at the top of their worry list. If you tell them you’re coming out to, show, tell, or demonstrate, you’ve set yourself up for self-defeating behavior.

## Chapter 9: Developing a Unique Selling Approach

As we discussed earlier, the beginning of the phone call includes a “Unique Selling Approach”: a ten-second commercial, if you will. It describes the benefits derived from using your product or service. Here is an exercise to help you develop your USA.

Call your top five clients and ask them...

- why they hired you
- why they feel they need the product or service you provide
- What was it about the specific product or service (the features and benefits i.e., color, delivery, contract provision, etc.) that caused them to buy what they bought?
- What problems existed that gave you an opportunity to earn their business? (Keep in mind that often times “money” is what gets you in the door but other issues existed that gave you an opportunity to get the business. If you are selling on price [i.e., “I have a low price that you may qualify for”], then you may have a tough time coming up with something besides price.)

Now, complete the following:

What are some of the benefits you bring to your clients?

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Turn these benefits into a phrase you can state in five seconds or less that will get the listener to say to you “How do you do that” or “Tell me more.” (Go back to examples in the previous chapter if you need help.)

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Next, go back to the benefits or reasons that your client decided to work with you, buy your product or service (life insurance), or select the specific product (features and benefits of variable whole life insurance) that they purchased from you.

Turn these problems into questions or statements. Here are some examples:

- *People are unhappy with the uncoordinated way paperwork flows through their office.*
- *People are frustrated that every two to three weeks their copy machine needs servicing.*
- *Many human resource directors are concerned with the amount of employee turnover because of the benefits package being offered.*
- *Presidents sometimes are at their wits' end with the never-ending dilemma of how to get the most of their current workspace.*

*People ask me to help them when their lifestyle has changed and their current living environment doesn't provide them the space and flexibility they would like.*

Your turn:

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Now that you've developed your USA, you have the two or three items that you typically help people with, and you understand how to get "some mental anguish" on the phone, you're ready to make phone calls right? Well, maybe.

We haven't discussed getting past the **gatekeeper** yet.



The most important thing to remember about making the phone call is that this is not a major event. In the big scheme of things, this is not life or death. The minute you get off the phone, the person you were talking to will go on with the rest of their lives. You will need to get on with the rest of your life. That just means make another call.

The next most important thing to remember is that the person that immediately answers the phone is not your mother, father, teacher, favorite uncle, or grandparent. There are no rules of engagement that say that you have to tell this person everything. There are no rules that dictate that they are entitled to information reserved for your suspect.

They have a job to do- Screen the calls and keep salespeople away.

You have a job to do- Get to your prospect.

You have to decide who is going to get their job done- You or the gatekeeper.

Now, despite all of this you need to get this person to help you. This is the person that will get you to the person you're trying to contact. So, here is the process.

The Gatekeeper (GK): "Hello, ABC Company. This is Joan/John; can I help you?"

You: "I hope so. Is this ABC Company?"

GK: "Yes."

You: "Good, I've called the right place. I'm hoping you can help me out. Your name is...?"

GK: GK gives name and then says something like “I’ll try. What can I help you with?”

You: *“I’m supposed to call a Gerry Jonesboro. Is there a Gerry Jonesboro there?”*

GK: “Yes.”

You: *“Great, could put me through?” (Make a statement of the question).*

GK: “What is this about?”

You: *“I’m not sure.” (Shut up)*

GK: “Can I tell Gerry whom you are with?”

You: *“Yes.”*

**Note:** As I sit here and write this imagining someone that has not been through our training program, I know what you are thinking. You’re thinking that this is crazy, rude unethical, won’t work, etc. You are having all kinds of reactions other than the right one. You need to examine what you’re doing now. If you’re getting past the gatekeeper 8 out of 10 times then keep doing what you’re doing. If you’re not, then your response needs to be “Well this sounds weird, but I gotta give it a try because I’m getting killed out there.” Then go and try it. It works.

GK: “What company do you work for?”

You: *“I work for my client.” Say the GK’s name, “Joan, I don’t mean to be difficult. I know this sounds somewhat strange. If I had more information to tell you, I would. All I know is that I’m supposed to speak with a Mr. Jonesboro.” (Shut up)*

**Note Again:** The GK at this time is probably not used to dealing with this sort of discussion. The GK is stuck between “should I put the call through or not put the call through?” The GK has no idea if this is an important call that the President needs to get or if it is just another salesperson. Once you get proficient at these techniques - once you set your attitude in the right direction – you’re going to get your job done; you will get to your prospect.





## Chapter 10: Keys to Success in Prospecting

*“No one ever attains eminent success by simply doing what is required of him; it is the amount and excellence of what is over and above the required that determines the greatness of ultimate distinction.”*

- Charles Kendall Adams

- *You must have a high level of commitment.* You must be committed to your business. You must be committed to your personal goals. You must be committed to the idea that the most important part of your job is prospecting.
- *You must make the paradigm shift.* Making presentations is not the job. Getting in front of people that have a need for what you do is the job.
- *You must have goals.* Ideally, you would have too many goals. Goals have their own gestation period. They will manifest themselves at different times. If you only have two or three major goals, then you won't have the positive reinforcement on a daily basis. Having too many goals will give you an opportunity for success everyday.
- *You must have a system for prospecting.* A system that, when executed, allows you to be successful. You must have a prospecting system that will hold you accountable to you and others. A system (program) designed to get you out of the cold call business in 90 days. It's more than what you say on the phone. It's more than a tracking process. It is a strategy designed to make you the most efficient, productive prospector in the land. Focus on that objective and design your system to accomplish that objective.
- *“Kaizen”.* Kaizen is the term used by the Japanese auto manufacturing industry to describe their process of “constant and never ending improvement.” If you are truly going to become more successful in prospecting and professional selling, then you must be committed to Kaizen.
- *The “Law of Universe”.* There is not a single, highly balanced, successful individual that I have met, read about, or listened to on tape that does not buy into the “law”. The law simply means that you are either adding to the forces, energy, resources of Universe or you are taking away from it. There is no status quo. How does that fit into prospecting, you ask? The answer is really quite simple, especially as it pertains to getting introductions.
- *When was the last time you gave referrals?* How many times did you give referrals last week, last month, and last year? You see, as sales people we're always seeking the resource of names or prospects from the “Universe”, but the system requires that you add as well. If you want to significantly add and multiply your business, start giving out referrals.



## Chapter 11: Getting Introduced

*“People who are unable to motivate themselves must be content with mediocrity, no matter how impressive their other talents”.*

- Andrew Carnegie

I remember sitting next to Ron Rose. Ron was a Million Dollar Round Table Producer for the Ohio National Company. We were at the General Agents and Managers Association Annual Meeting. I was new to the insurance business and, as was my practice, I asked a veteran to be so kind and share success secrets. Ron was kind enough to oblige.

He asked, “Tony, if I had your family in a room with a bomb, and the bomb was going to go off in 24 hours if you did not bring back an insurance application, who would be the first person you would call on?” I said it would be someone in my family. He asked, “Who would be next?” I said friends. To make a long story short, we ended up by discovering the last person in the world that I would call on would be a stranger. Yet that is precisely what many sales organizations force their neophyte sales people to do.

The problem here is that may be an effective way to make a sale in insurance in 24 hours. If you’re selling tractor-trailers, you might have a problem. So, let’s take a look at what is the best way to build your business.

There are several ways to get names of people to talk to about what you sell. This is not a marketing manual. I’ll leave that up to the marketing people. My approach is quite simple:

1. You have a new client.
2. Start the introduction process.

Of all the ways I can think of, with the exception of someone calling you to buy from you, being introduced is the most effective way to build your sales career. By getting introductions, you will experience:

- Greater success in contacting them.
- Your phone conversations will be less stressful.
- The success between the number of phone contacts you make and the number of appointments you schedule will dramatically increase.
- The number of people you get in front of that qualify will increase.
- More people will buy from you.
- Those that buy from you will spend more money with you.

You’re saying, “I know all this; how do I get introduced?” That is the \$64,000 question.

This is not complicated. There may not even be something new here. But, here it goes.

## The Scenario

This is the approach you should use to get introductions. (I will make an assumption that the people you're talking to have some familiarity with what you do and how you do what you do).

*You: "Joe, I'm expanding my business, network, organization, book of business and I need your help." (Shut up. Don't say another thing).*

*Joe: "Sure, what can I do?"*

\*Now keep in mind if you have done something for Joe that he deems valuable then there is a greater likelihood that you will get introduced to someone.

*You: "If you were me, doing what I do, who would you talk to"?* (Then shut up!!)

First, I hope you notice I call these introductions. Referrals often times are nothing more than cold calls. You get a name of someone that might be in your identified market and someone said, "Hey, I think you should call Sharon over at Miller's Manufacturing." You think this is a hot lead and it's just another name with a little more clarity than your normal cold call.

Next, I did not start the conversation with "I hope you're happy with the service and products, the process we went through, etc." All of that just preps your client/prospect for the inevitable "I need referrals" plea.

Next, I did not ask for referrals. I did not ask, "Who should I talk to about ...?" What I did do is to put Joe in my shoes. He knows about my shoes; I don't need to repeat the fact that I'm in the widget business. You simply say, "Joe, if you were me doing what I do, who would you call on?"

Back to your script: *"I'm building my business and I need your help."*

Not: "Joe, I'm in the process of building my business. In order for me to do that and spend as much time as I need to service your account, I rely on the good nature of my clients. I was hoping that maybe, kinda, if it wasn't too much trouble, you know, if you happened to know someone that maybe, might be interested in talking to me about the possibility of getting together so I can tell them a little about what I do and how I've helped you." (I get nauseous just writing this, but isn't that what it sounds like? Go ahead and nod your head up and down. I've been there and I know you have as well.)

Now, let's assume for a second that Joe says something like "Well, I don't know."

The first thing that all professionals know is that, in the art of negotiation, you absorb the comment or validate the position of the person you're talking to. It sounds something like:

*You: "That doesn't surprise me, Joe, you're not in my shoes so you haven't had to think about it. But, if you were in my shoes and your livelihood and your family depended on you talking to someone, who would it be?"*

You see, you go right back to the very short and direct question, “Who would it be?” Then, shut up!!!

Joe is going to say something. Now, I don’t believe in scripts. I believe in concept. The concept here is to put Joe in your shoes. I don’t care how you do it. You could get up and trade places for all I care. Get Joe to see the situation and get Joe to identify who, if his success depended on talking to someone about what you do, who would it be?

Now some of you out there are saying, “Tony, I just think that is too aggressive.” OK, don’t do it. Just keep cold calling and working harder than you need to.

If you can get past the belief that this is aggressive, then you will experience sales success that previously you had only dreamed was possible.

Now back to Joe. Suppose Joe is a little bit tougher. He says things like, “I can’t think of anyone.”

You say, *“Let me help. When you go to meetings at your office, chamber of commerce meetings, you think about a supplier, a competitor, (again, I don’t care how you do what you have to do, the concept is to plug into the data bank of Joe’s head) who do you think of, sit next to, say hello to?”*

At this point, you will get a name.

**\*Side Note:** If you have a specialized market that you deal with, you need to have a prospect profile (in the next chapter we cover how to upgrade your client list) on an index card to show Joe. This will help him identify with the type of people you’re calling on. Refer to the back of the e-book for more information on the prospect profile.

Now that you have a name, keep in mind it is entirely up to you to decide when you stop asking for names.

*“Ask and you will receive, seek and you shall find, knock and the door shall be opened.”*

- Matthew

You have the name/names you want to get introduced to, right? Right. So, now you say:

*“Joe thanks for sharing those names with me. If you were me and you didn’t know these people, what would be the BEST way for you to meet them?” (Make sure you emphasis BEST.)*

Joe says, “Well, I don’t know. I guess I could call them for you.”

*You: “Joe, would you do that for me?”*

Joe: “Sure, I can do that for you.”

*You: “I appreciate that. When you call them what do you think you will say?”*

Joe: “I’m not sure.”

*You: “Can I help?”*

Joe: “Sure”

*You: “Joe, what I would like for you to tell them is that:*

1. *I'm a good person.*
2. *That when I call, they should take my call and agree to see me.*
3. *I've done good work for you.*
4. *Now Joe, this last part is very important. It may even sound a little strange. I want you to tell these people that after we meet, that if what we talk about doesn't make sense for them, they can tell me 'NO'."*

Another SIDE NOTE: Point 4 is very important. It takes all the pressure off of Joe, and it takes all the pressure off of the prospect because they already have permission to tell you “no” after the meeting. This little discussion creates cognitive dissonance (what they hear is not consistent with what their perception is). They're not sure how to react- your approach is entirely different than anyone else they have dealt with in the past!

Once all of this is finished, make sure you get commitment from Joe as to when he will make the calls so you can follow up and set the appointment(s).

For grins, let's go back a few minutes and make Joe a little tougher. Joe gives you objections and stalls.

- I can't think of anyone, give me a few days and I'll get back to you.
- I don't give referrals.
- Let me call them to make sure they are OK with you calling them.
- I don't know anyone that needs ...
- I would never do what you do.

These are just a few. I'm sure you can think of many more. Keep in mind that the approach here is not like what you're probably saying now when you ask for referrals. You are probably even using the word “referrals”.

We're not teaching that here. You will begin to get different responses because you're asking different questions.

To try to go through every conceivable objection here would be cumbersome and would lose its punch in the translation. The best way to help you deal with these is for you to listen to our tapes on prospecting and getting introductions. (Call us at 513-791-3458 for a copy.) You'll get a chance to listen to the responses in live situations.

But let's take one so that you can get a feel for the concept. The most important thing to remember here is that you are doing things differently. That should cause you to minimize these types of responses.

Joe: “I don't give referrals.”

You: “I'm sorry, Joe; did I ask you for a referral?”

Joe: “Well, that's what you're getting to, isn't it?”

You: “No, I just wanted to know who you would call if you did what I did.”

Joe: “Well, isn't that a referral?”

*You: “No, it would be just a name unless you chose to introduce me. Joe, can I ask you a question?”*

*Joe: “Sure”*

*You: “What is it that you’re uncomfortable with?”*

*Joe: “I just don’t want to sic a salesperson on anyone.”*

*You: “Joe, is that what you think about what I do?”*

*Joe: “Well, uh, no, not really. It’s just that I don’t like having sales people call on me.”*

*You: “Joe, let me ask you a question before we drop the subject; is that ok?”*

(Once you announce that you’re going to drop the subject, Joe is relieved because he feels he has dodged the bullet once again. Keep in mind that the reason people do this to you is that it has worked for them in the past. You get a chance to break the string of victories!!!)



*You: “Joe, how do you think these other people feel?”*

*Joe: “Probably the same way.”*

*You: “That’s what I was thinking, too. And you know what? I hate it when people that I don’t know call on me in the middle of my day or when I’m at home at night. It’s not that I don’t need a lawn service or windows or a credit card, it’s just that I hate dealing with all the games. Joe, if I found something that was of value to your business, would you want me to tell you about it?”*

*Joe: “Yes.”*

So you go on from there and most likely will get some names. I haven’t a clue as to what your clients or prospects will say when you take them through this. But, I’ve got to tell you, it won’t be this hard. If you do what you say you’re going to do when you provide your product or service, if you focus on being the best, your clients will gladly introduce you to others.

## Chapter 12: Other “Stuff”

If you truly want to upgrade your client list, there are a couple of steps I recommend you take.

- Identify your best sales from the last 12 to 24 months.
- Identify common traits among those sales.
- Identify and clarify your own personal financial goals.
- Evaluate what will happen to your business if you continue to sell to the people you are currently selling to.
- Create a profile of the client you would like to have.
- Show this profile to prospects and clients and ask for introductions.

I’ve included some worksheets to help you with this process.

Prospecting is the job. But, the job can, and should, be fun. This isn’t a life or death situation. Think about the hour or two when you do your prospecting. Suppose you fall flat on your face and go 0 for the hour. Big depression, right? Feeling lower than a snake’s belly.

Here’s a little exercise to put it into perspective. Identify how many years you have yet to live. \_\_\_\_\_. Multiply the number of years by 365 days and for every fourth year add an extra day. \_\_\_\_\_ total number of days. Now, multiply the total number of days by 24 (number of hours per day) \_\_\_\_\_ total number of hours.

Divide the number of hours you will spend prospecting over the next 12 months and then divide that number by the number of hours you plan on living. Pretty insignificant, don’t you think?

The last issue that I believe is noteworthy in a prospecting book is personal goal setting. I would suggest you take some time (at least ½ a day) to think about the things you want most in life. I would generally break this down into three categories.

- Things I want – The tangibles.
- The financial accomplishment I have set for myself. How much money will I make or have and where am I going to allocate the money?
- Personal development.

Write down as many goals as you can think of. There are none too small or too large. You can think of short, medium and long-term goals. Once you have at least 50 goals written down, think about the ones that are most important to you- the ones that are non-negotiable.

Attach a dollar value to these goals. (There is a cost to everything.)

Next, you will need to calculate your critical ratios- dials to contacts, contacts to appointments, appointments to cases opened, etc. The following page should be of help to you.



Once you have the critical ratios and your personal financial requirements, you can now put together your personal success formula. Having the formula is one thing; using it and referring to it is the difference between success and super success.

We have covered a great deal of ground with *The Best Prospecting Book Ever Written* and I hope that, as you finish this, you leave with at least one, if not several, executable ideas to act on today to grow your business.

I just have one last question to ask you. If you were me doing what I do (helping companies drive consistent and predictable sales growth), who would you call on? Please let me know if we can help you or help someone else you know grow their sales.

Have a great prospecting day *today!*

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## Appendix

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## Getting Around the Bases: Success Formula (Example)

Success Formula Part I – Personal Income Goal		
A	My 12 month personal income goal is	200000
B	My current salary /income level is	125000
C	Additional income I must generate (a-b)	75000
D	My average sale generates ___ income to me	7500
E	I need ____ sales to hit my personal income goal	10

Success Formula Part II – Critical Ratios		
F	My present to close percentage is	33%
H	My opportunity to presentation percentage is	66%
J	My appointment to opportunity percentage is	75%
L	My phone contact to appointment percentage is	25%
N	My ‘dials’ to phone contact percentage is	15%

Success Formula Part III – Activity Required		
G	# of presentations I must make (e/f)	30
I	# of opportunities I must have (g/h)	45
K	# of appointments I must have (i/j)	60
M	# of phone contacts I must have (k/l)	240
	# of dials I must make daily (m/n)/240	6.6

Based on the % from ‘n’ you would only talk to \_\_\_\_\_ people / person per day

The time it would take me to have this 1 conversation is

\_\_\_\_\_

**\*Note:** You may want to adjust the % (critical ratios) at each step based on your actual performance, if you know them.

# Getting Around the Bases: Success Formula (Template)

## Success Formula Part I – Personal Income Goal

A	My 12 month personal income goal is	
B	My current salary /income level is	
C	Additional income I must generate (a-b)	
D	My average sale generates ___ income to me	
E	I need ____ sales to hit my personal income goal	

## Success Formula Part II – Critical Ratios

F	My present to close percentage is	
H	My opportunity to presentation percentage is	
J	My appointment to opportunity percentage is	
L	My phone contact to appointment percentage is	
N	My ‘dials’ to phone contact percentage is	

## Success Formula Part III – Activity Required

G	# of presentations I must make (e/f)	
I	# of opportunities I must have (g/h)	
K	# of appointments I must have (i/j)	
M	# of phone contacts I must have (k/l)	
	# of dials I must make daily (m/n)/240	

**Based on the % from ‘n’ you would only talk to \_\_\_\_\_ people / person per day**

**The time it would take me to have this 1 conversation is**

\_\_\_\_\_

**\*Note:** You may want to adjust the % (critical ratios) at each step based on your actual performance, if you know them.

## Last 12 Months New Sales Analysis

Account	Location	Annual Sales	# of Employees	R A C O	Ownership (Private or Public)	Years in Business	Other Financial Relationships	Revenue to Agency (Fee or Commission)	Approx. # of Work Hours to Service Account	Approx Revenue Per Hour

\*\*RACO (R=referral, A=acquaintance, C=client, O=other)

## 20% (Revenue) Account Analysis

- What is the average volume of annual sales? \_\_\_\_\_
- What is the average number of employees? \_\_\_\_\_
- What is your average revenue per account? \_\_\_\_\_
- What is the average revenue from referrals? \_\_\_\_\_
- What is the average revenue from acquaintances? \_\_\_\_\_
- What is the average revenue from clients? \_\_\_\_\_
- What is the average revenue from other? \_\_\_\_\_
- What is the revenue per hour from referrals? \_\_\_\_\_
- What is the revenue per hour from acquaintances? \_\_\_\_\_
- What is the revenue per hour from clients? \_\_\_\_\_
- What is the revenue per hour from other? \_\_\_\_\_
- How are these numbers different than your last  
 12 months of new sales? \_\_\_\_\_

### Notes

Notes

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## The Ideal Client Worksheet

<b>Location</b>	
<b>Average Annual Sales</b>	
<b>Average Number of Employees</b>	
<b>RACO (Referral, Acquaintance, Client, Other)</b>	
<b>Privately or Publicly Owned</b>	
<b>Years in Business</b>	
<b>Potential Revenue to Agency</b>	
<b>Work Hours Required</b>	
<b>Average Revenue per Hour</b>	



## Closing Remarks

I love what I do. I truly believe I have been called to help people and affect their lives in a positive, productive way. To help people achieve beyond their dreams and expectations.

I hope that somewhere in this book, or on our CDs, or in one of our seminars, I have in some small way contributed to the betterment of your life. Please tune in to our website for updated features on improving your sales behaviors and success.

[www.anthonycotraining.com](http://www.anthonycotraining.com)

I am honored that you would allow me to help you. May God hold you in the palms of His hands.

Tony Cole



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