

Welcome to the Creative Prospecting Approach
6 Proven Steps to Get In The Door and Close More Sales!



Let's face it, nothing happens until you get in front of the prospect, either by phone, conference call, webinar, face to face or through social media. The biggest challenge that all salespeople face in the 21st Century is getting the prospect's **attention!**

Over the past 25 years I have created ideas that **inspire**, **encourage** and **empower** salespeople to get in the door and close more sales.

The ideas that I am about to share I have personally tested with thousands of sales and prospecting calls. I am confident that if you apply one step each week over the next six weeks with each prospect, you will experience amazing results!

Prospecting changes everything!
Steve Kloyda
The Prospecting Expert



Before I share with you the *6 Proven Steps to Get In The Door and Close More Sales* I think it is important to start with your “Prospecting Message”. Each step is centered around your “Prospecting Message”.

If we met at a social gathering and I asked you, “What do you do?” What would you say to me? One of the things I have observed over the past twenty-five years working with salespeople from every industry imaginable is their inability to clearly answer the question and communicate what they do effectively.

In 1997, Steve Jobs came back to Apple, the company he cofounded. In an internal meeting on September 23rd he said, “We need to be really clear about what we want our customers to know about us.”

Are you clear about what you want your customers to know about you?

Let me share with you a simple three step process to help you identify and clearly communicate who you are, what you do and why you are different.

On October 23, 2001, Steve Jobs stood on stage at MacWorld and pulled a little white device (iPod) out of his pocket and said, “1000 songs in your pocket.” There were many other mp3 players on the market. He didn’t call it an mp3 player. He called it an iPod. It was different. Apple wasn’t the first to the market. They were clearly the last.

Let me share a little formula I have used over the years. Is. Does. Mean. Let’s apply it to the iPod. What is it? An iPod. What does it do? It plays music. What does it mean to me? I can carry 1000 songs in my pocket and I can create unlimited playlists based on my moods or my activities.

Take a few minutes and do the same for your product or service.

What is the “1000 songs in your prospect or customer's pocket”?

My entire brand is built around this concept of “1000 songs in your pocket”. I have identified the single biggest problem that sales people experience and boiled it down to one sentence.

Let me share with you a couple of examples I use:

- ***Your Path To Get In The Door!***
- ***Getting Your Prospect’s Attention!***
- ***Your Guide To Get In The Door And Close More Sales!***

Seth Godin wrote the book *Purple Cow*. In it, Seth talks about being remarkable. If you want to stand out from your competition it’s important that you are **remarkable and unique in the marketplace.**

Pretend with me for a minute you are driving down a country road and you see a purple cow off in the distance, would you stop and take notice? Well, of course you would. If you want to get your prospect’s attention in a noisy world and get in the door - it’s important you become the purple cow. How do you do that?

To do this, we need to *show our prospects how we can eliminate their pain* (what they DON’T want and/or need), and then *tell them how we can increase their pleasure* (provide what they DO want and/or need).

You and I are motivated by pain or pleasure. We will do whatever we can do to **eliminate, reduce, avoid, remove** or **diminish** the pain in our life.

On the other side of pain is pleasure. We will do whatever we can do to gravitate towards pleasure, to **increase, expand, maximize, strengthen** or **build-up.**

Here is a template you can use to create your “**Prospecting Message**”.

“We have created a unique approach to (**what is it?**) that will (**eliminate their pain**) and (**increase their pleasure**)...”

My Examples:

- “We have created a unique approach to **prospecting** that will reduce the amount of time **getting the prospect’s attention** and increase the **amount of appointments** set each week...”

It really boils down to the biggest problems you solve for your prospect. By the way, you can use either the pain only, pleasure only or both. It’s your choice. Find out what works best for you.

Now I will show you how to use a “1000 songs in your pocket” and your “Prospecting Message” within the 6 steps of the ***Creative Prospecting Approach***.

Your Instant Sales Nugget:

- Create your “1000 songs in your pocket” and several “Prospecting Messages”.
- Identify the prospects you want to contact using the ***Creative Prospecting Approach***. It’s important to follow each step with each prospect until you get their attention and connect. Don’t start out with too many prospects or it will become very difficult to manage.



Creative Prospecting Approach

STEP ONE, WEEK ONE: Make a phone call. YES!!! Make a phone call. When you make a phone call one of four things will happen.

1. The gatekeeper answers the phone and asks the dreaded question, “What is this call concerning?” Guess what? It’s showtime. You better be prepared to answer their question or you are finished.
2. You end up in the prospect’s voicemail. Again, be prepared to leave a voicemail with a compelling reason that will motivate the prospect to call you back.
3. The prospect you are trying to reach answers the phone. Be prepared to ask for a minute to talk and state the purpose of your call.
4. Wrong number or the phone has been disconnected.

EXAMPLES FOR EACH

Gatekeeper’s Dreaded Question: “What is this call concerning?”

- *“We have created a unique approach to (what is it?) that will (pain you eliminate). I realize that (he or she) receives many calls like this. At this point, all I’m asking for is 120 seconds of (his or her) time; is that fair enough?”*

Voicemail: Three Step Process

- **Introduction:** *“Hi this is (your name and company name). (If you were referred, insert the person’s name here) My telephone number is...”*
- **Compelling Reason:** *“The purpose of this voicemail is to make you aware of our unique approach to (what is it?) that will (pain you eliminate)..”*
- **Call to Action:** *“Please give me a call back at your earliest convenience and I can share with you how we (pain you eliminate). Again, this is (your name and company name and phone number) or if you would prefer to email me at (your email address). Thanks for taking the time to listen to this message and I look forward to speaking with you soon. Have a great day!”*

Live Call: When the person answers the phone, it's show time. Be prepared!

- **Approach:** *“Hi (their name) DO NOT PAUSE this is (your name and company name). DO NOT PAUSE. (If you were referred insert the person’s name) I know you were not expecting my call today. Is this a convenient time to talk?”*

NOTE: I have tested asking for a minute to talk with over 1 million telephone calls and it works. 95% of the time the person you are calling will respond with, “That depends, what are you calling about?” Now you have been invited into the conversation.

- **Call Purpose:** *“We have created a unique approach to (what is it?) that will (pain you eliminate) and the purpose of my call today is...(state your purpose)...?”* Make sure you end your purpose statement with a question to engage your prospect.

NOTE: The question you ask will depend on the purpose of your call and what you are trying to accomplish.

Step one, week one is really that simple. On another note. Salespeople ask me all the time, “How many voicemails do I leave or calls do I make?” That depends. How big is the opportunity? Only you can make that decision. If it is a big enough opportunity I never give up.

This Week’s Instant Sales Nugget:

- Identify the prospects you want to call this week, block out time on your calendar and make the calls.



Creative Prospecting Approach

STEP TWO, WEEK TWO: Follow up with an email to the prospects that did not respond from your voicemail or were blocked by the gatekeeper.

3 Steps to writing an effective prospecting email. Quick Hint. **STOP WRITING LONG EMAILS.** The prospect doesn't have the time to read it. Do you?

Step 1: Subject Line. The subject line is the headline. This is what attracts the prospect to even consider opening up the email. This is where you insert the biggest problem you solve. In other words, "1000 songs in your pocket".

Example: Get in The Door and Close More Sales or if you were referred to this prospect your subject line could be Referred by Joe Smith.

Step 2: Body Copy. State your "Prospecting Message".

Example: Steve,

*The purpose of this email is to make you aware of our unique approach to **prospecting** that will reduce the amount of time your sales people spend **getting the prospect's attention** and will increase the **amount of appointments** they set each week.*

Step 3: Call to Action.

Example: Want to learn more? Hit reply and say "**YES**"

This Week's Instant Sales Nugget:

- Identify the prospects you didn't connect with last week by phone and send them an email.



Creative Prospecting Approach

STEP THREE, WEEK THREE: Locate and connect with each prospect you have not yet connected with either on LinkedIn or another social media platform.

Search and see if your prospect is located on social media. Many times you can bypass the gatekeeper all together and connect directly.

The approach on social media is very similar to sending an email especially with LinkedIn. For the purposes of this step, let's focus on LinkedIn.

Step 1: Subject Line. The subject line is the headline. Insert the biggest problem you solve. In other words, "1000 songs in your pocket".

Example: Get In The Door And Close More Sales or if you were referred to this prospect your subject line could be Referred by Joe Smith.

Step 2: Body Copy. State your "Prospecting Message".

Example: Steve,

*The purpose of connecting with you on LinkedIn is to make you aware of our unique approach to **prospecting** that will reduce the amount of time your sales people spend **getting the prospect's attention** and will increase the **amount of appointments** they set each week.*

Step 3: Call to Action.

Example: Want to learn more? Hit reply and say "**YES**"

This Week's Instant Sales Nugget:

- Identify the prospects you didn't connect with last week and attempt to connect with them through social media.



Creative Prospecting Approach

STEP FOUR, WEEK FOUR: Send each prospect you have not yet connected with a handwritten thank you note. YES! Handwritten.

I know what you are thinking. “I don’t have time to write or send a handwritten thank you note.” Guess what? You don’t have time **NOT** to send a handwritten thank you note. Also, you may be thinking that your hand writing is terrible. That may be true. Find someone to write them for you.

Over the years I have sent thousands of handwritten thank you notes after an initial conversation, meeting or a new customer. Handwritten thank you notes separate you from 95% of the other salespeople. Very few salespeople send them for whatever reason. It goes back to being different or remarkable.

Do you want to be different? Here is something remarkable. Send a handwritten thank you note before you have connected with the prospect. I can assure you that no other sales person is doing this.

This is an example of what I would write on a thank you note. Create your own.

- I want to thank you for reading this note. We have created a unique approach to **prospecting** that will reduce the amount of time your sales people spend **getting the prospect’s attention and getting in the door**. Want to learn more. Call me!

Make sure you insert your business card.

This Week’s Instant Sales Nugget:

- Identify the prospects you didn’t connect with last week and send them a handwritten thank you note!



Creative Prospecting Approach

STEP FIVE, WEEK FIVE: Send each prospect you have not yet connected with a combination lock. It's time to get really creative.

The greatest example of persistence and creativity came from the original movie "Wall Street" in 1987. Bud Fox calls Gordon Gekko's office every day at 4:00 p.m. Natalie (Gordon's assistant) tells Bud every day, "How many times do I have to tell you, Mr. Gekko only works with investment bankers, he doesn't work with stockbrokers."

One day Bud Fox shows up at Gordon Gekko's office unannounced with a box of cigars to give to Gordon on his birthday. Bud begs Natalie to let him in to see Gordon, and this time he succeeds.

Bud Fox is escorted into Gordon's office and Gordon looks at his trader and says, "The kid calls me 59 days in a row and wants to be a player." Gordon then looks at Bud and says, "What's on your mind, why am I listening to you?"

Each encounter you have with a prospect either by phone, conference call, webinar, face to face or social media, the prospect is thinking, "What is on your mind. Why am I listening to you?"

Go to your local hardware store and purchase several combination locks. One lock for each prospect. Keep the combination to open the lock and send each prospect a note attached to the lock. Make sure include your business card.

Example of what I would write: We hold the combination that unlocks the door to *getting the prospect's attention and getting in the door*. Want to learn more? Call me!

This Week's Instant Sales Nugget:

- Identify the prospects you didn't connect with last week and send them a combination lock with a note attached. Make sure you keep the combination.



Creative Prospecting Approach

STEP SIX, WEEK SIX: Send each prospect you have not yet connected with a nail.

Over the years I have sent hundreds of nails with amazing results. I am not talking about any size nail. Go to Home Depot, Menards or your local hardware store and purchase an 8", 10" or 12" spike. YES! It's your decision on the size. The larger the nail the better.

Get some bubble wrap from your local office supply store to wrap the nail. I also send each nail in a FedEx box. The FedEx box will also get the prospect's attention.

On the back of your business card you could write one of the following examples.

- You're hard as a nail to get a hold of.
- Getting your attention is like nailing jello to a tree.
- When would you like to nail down a date to begin?
- Call me when you would like to nail down a date to (*pain you eliminate*).

This Week's Instant Sales Nugget:

- Identify the prospects you didn't connect with last week and send them a nail. Attach your business card and remember to add a note (see above) on the back of your card.



Creative Prospecting Approach Conclusion

Step 1: Make a phone call.

Step 2: Send an email.

Step 3: Connect on social media.

Step 4: Send a hand written thank you note.

Step 5: Send a combination lock.

Step 6: Send a nail.

In between each one of these steps you don't have to wait for the prospect to call you back. Feel free to make the call and see if you are able to connect with your prospect.

One more thing. Be creative. I have shared with you a couple of creative ideas. Create your own. Would love to hear your ideas and how it's working.

Feel free to email me at steve@theprospectingexpert.com.

Remember what Gordon Gekko said in the movie "Wall Street", "The kid calls me 59 days in a row and wants to be a player."

Do you want to be a player?

Prospecting changes everything!

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The Prospecting Expert