

Make the “Right” Call



- Objectives

- » Secure appointments with qualified Decision Makers
- » Build a “bank account” of new sales opportunities
- » Develop strong prospecting skills within a proven process



- **Target Prospect**

- » **New (or previous) prospect**
- » **New opportunity at a “sister” company, division or location**

- » **“Work” your Qualified Lead List**
 - **Call Campaign**
 - **Compelling Offer**
 - **Follow Up Schedule**



- **Qualified Lead List**
 - » **Suspects vs Prospects**
 - » **Authority, Time, Money**
 - » **Your Target Market**



- **Call Campaign**

- » **Research Calls**

- » **Introductory Calls**

- » **Appointment Setting Calls**



- **Compelling Offer**

- » **Elevator Pitch**

- » **Differentiators**

- » **Sell the value of a 30-minute appointment**



- **Follow Up Schedule**

- » **Scheduled “Call Backs”**

- » **Leave Behinds**

- » **Emails / Fax**

- » **US Mail**



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