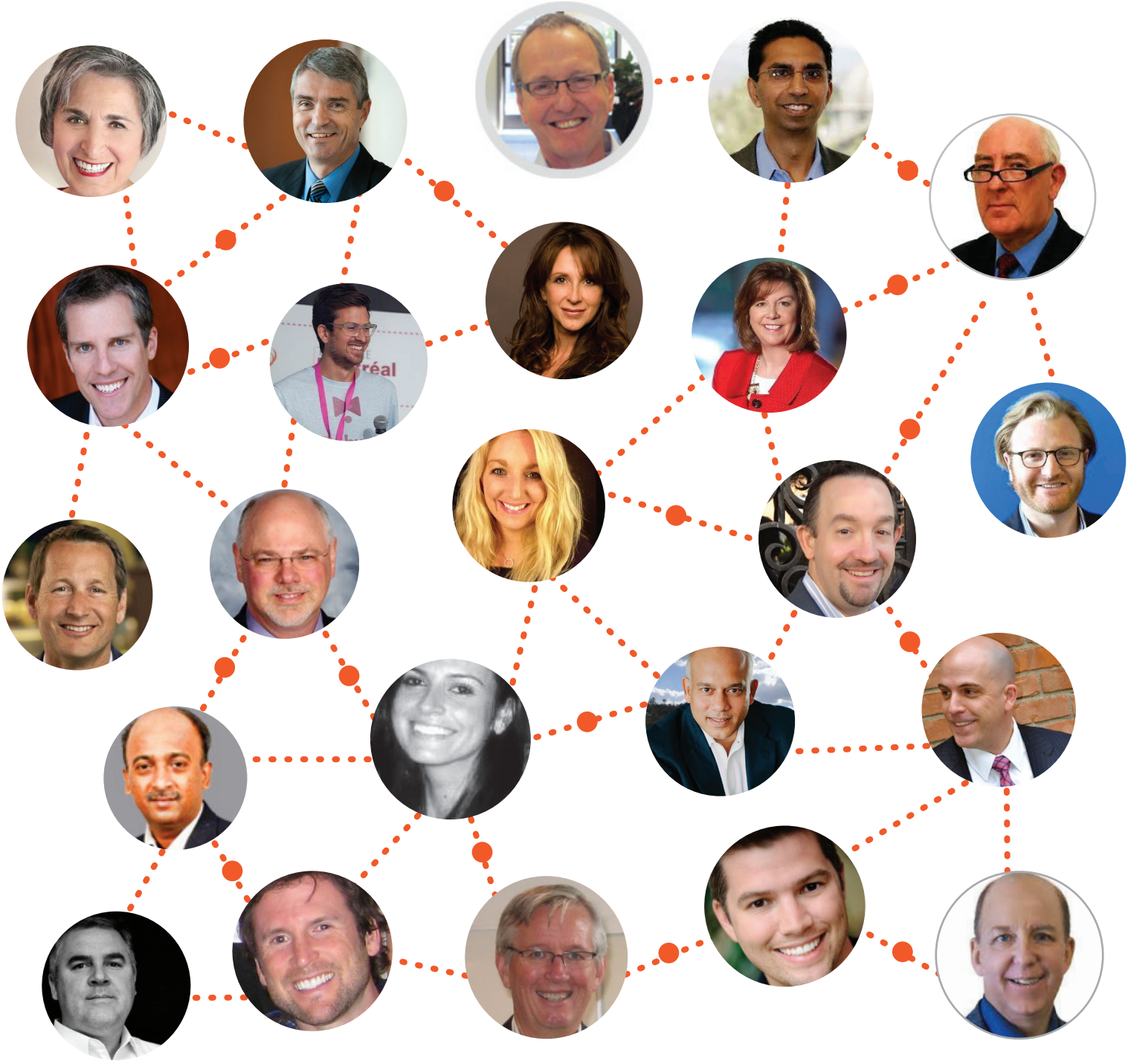
2014 Edition

WittyParrot
Speak with One Voice™

EXPERT PROSPECTING TIPS

Edited by Mark Gibson & Rajesh Setty



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Tips from the Experts:

What WittyParrot Does for Users

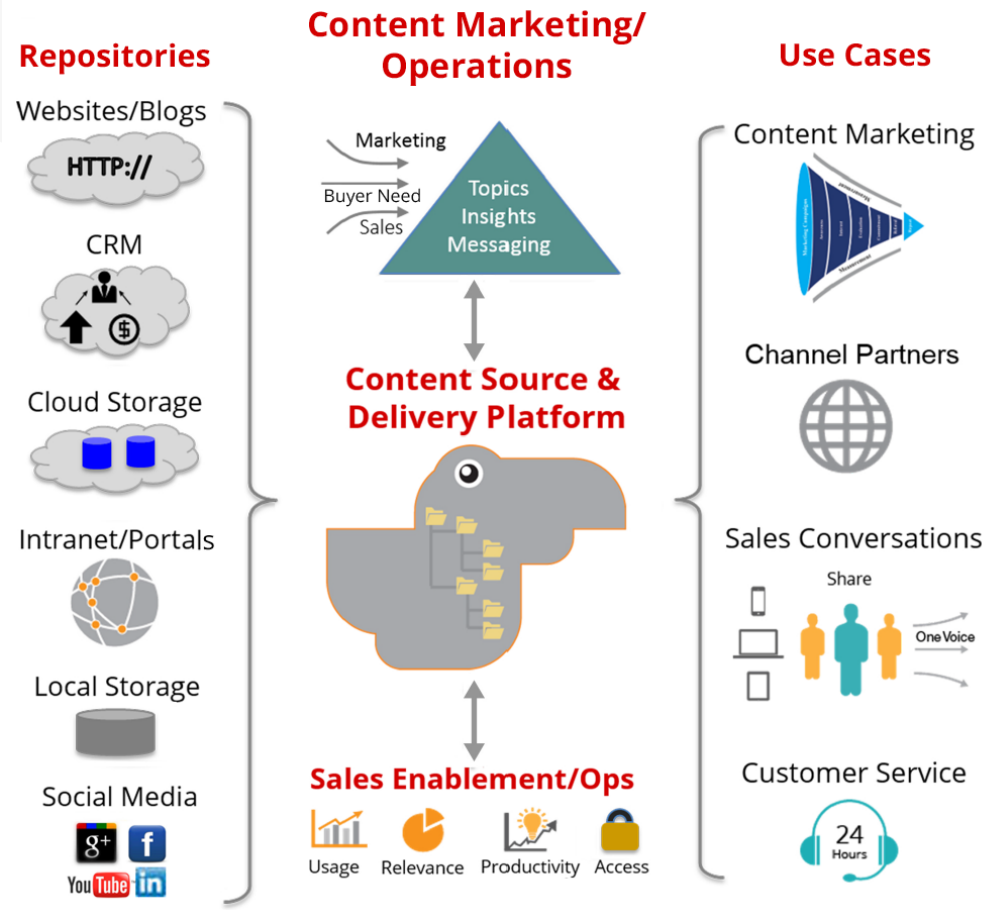
"WittyParrot helps direct, inside and channel salespeople to resolve the problem of accessing information they need for prospecting, building relationships, answering questions and creating understanding.

Content exists in many forms in dozens of different repositories in every organization and is a key driver of success across the entire buying lifecycle. Yet salespeople don't know where to look and can't find what they need, when they need it.

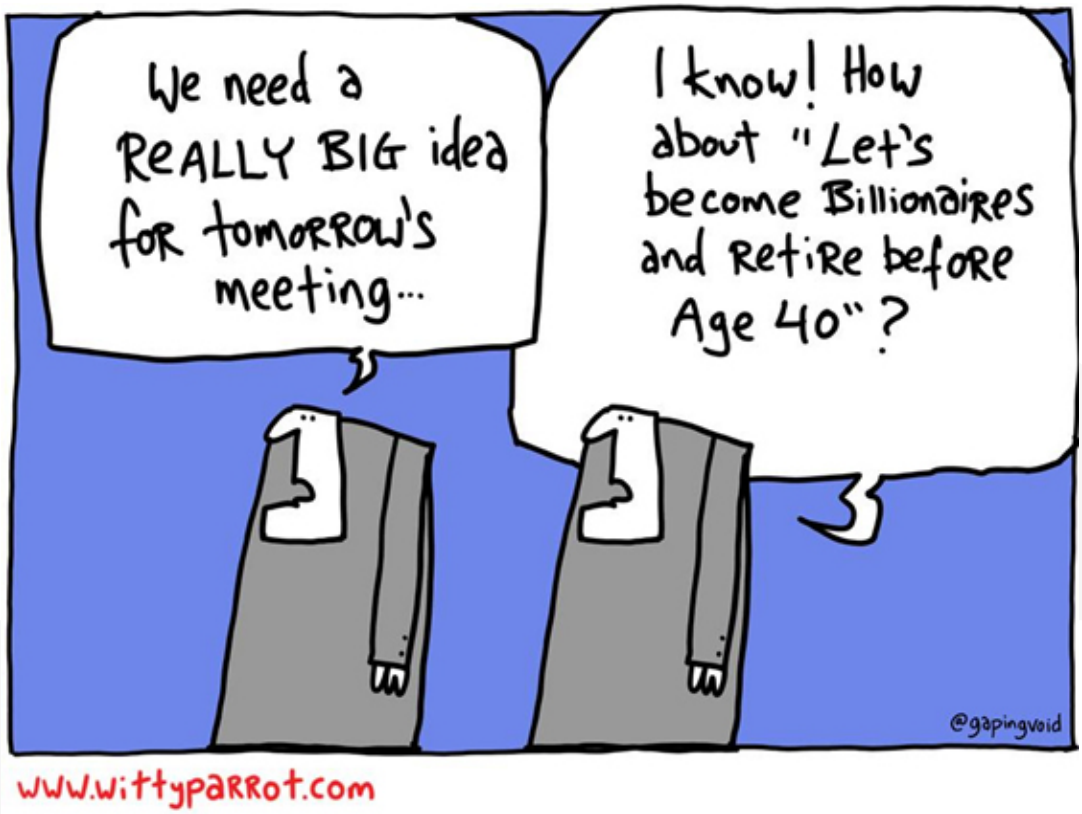
The result is that salespeople, waste up to an hour a day searching for and recreating documents and confuse buyers with poorly constructed communication.

WittyParrot provides a single point of access to existing source content regardless of storage location and makes it easy to find, use and reuse content from any source as well as personal content. This means better engagement, a better customer experience and more effective use of selling time, leading to better-qualified prospects."

Prospecting Content - Delivered



Introduction



This, our fourth eBook, is a timely collection of practical prospecting methods from industry thought-leaders and expert practitioners. Today, there is more pain around lead generation and more controversy over the methods of sourcing prospects, than any time in the history of selling.

With one in every two B2B salespeople left to their own devices to generate leads, and buyers more resistant than ever to those prospecting efforts, this eBook provides new and proven ideas to create immediate value for salespeople.

When we began to edit and package this book, we were super-excited with the quality of the ideas. Regardless of how long you have been selling, there will be at least one idea in this eBook that when implemented will produce a dividend.

Illustrations from @gapingvoid were a big bonus.

We want to thank all the contributors to this eBook for taking the time out of their busy lives to share their wisdom.

We are both confident that you will enjoy the book and we welcome your comments.

If you are interested in contributing to our next book or to our blog, you can contact us below.

Mark Gibson | mark@wittyparrot.com
and
Rajesh Setty | raj@wittyparrot.com
Cupertino, Feb 2014

1 Take Them out for Dinner or Drinks

By Greg Isenberg

About Greg Isenberg

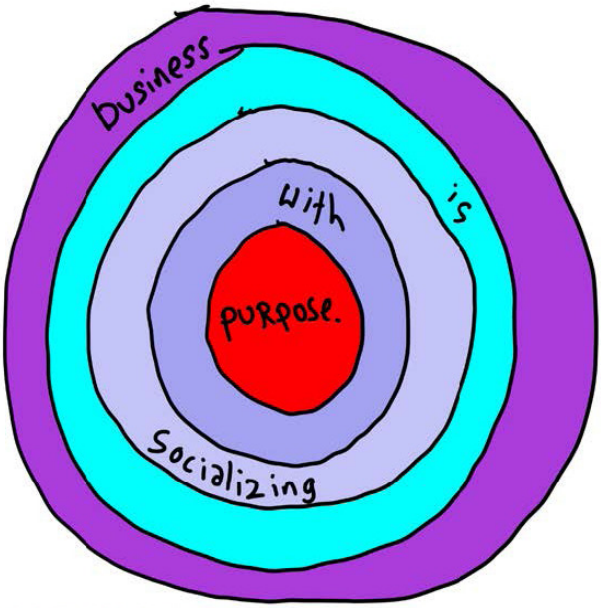
Greg Isenberg is a mobile product guy, marketer and investor. He's help build marketing and social media campaigns for FedEx, Microsoft, TechCrunch and Word-press. He also helped develop the world's most popular stock market simulator, Wall Street Survivor.

He currently is the CEO 5by (acquired by StumbleUpon) and Venture Partner at Good People Ventures, an early stage angel fund.

Take Them out for Dinner or Drinks

By Greg Isenberg

Note from the Editors: This is a super smart tip. Don't be fooled by the simplicity of the title as the actual technique and the thinking behind what is shared by Greg is pure gold.



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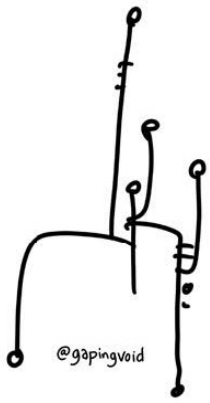

The key to business is TRUST.

How do you build trust with potential sales targets?

The best way is to befriend them. Create your target list and have a "high profile" dinner. Get some interesting people to come (no more than 23).Once you've got those influential people, invite your sales target. Have a wonderful meal or drinks and do not talk business at the table. Your goal is to build that relationship. When the cheque comes, pay for it. They will say thank you. 90 seconds later, bring up how you think you can work together and schedule a follow up.

Follow this in a disciplined fashion and you will increase your hit ratio hugely.

"Take Them out for Dinner or Drinks"
by @gregisenberg
Download free eBook here: http://wittyw.it/PTp2PT

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2 Don't Forget That You're Working With HUMANS

By Andrew Levine

About Andrew Levine

Andrew Levine is Head of Strategic Partnerships at StumbleUpon and 5by, where he works closely with publishers, agencies, advertisers, and product teams. His core experience includes audience development, digital and experiential marketing, native advertising, social media, and brand strategy.

Don't Forget That You're Working With HUMANS By Andrew Levine

Note from the Editors: Andrew's tip is about caring genuinely. Genuinely is the keyword because if you PRETEND to care, you will be exposed sooner than later.

Remember that you're selling, partnering, and working with HUMANS. This means learning about a bit about people's interests beyond their jobs. Every communication, email, or call does NOT need to strictly cover work topics. Ask about favorite cuisines, sports teams, and travel destinations. See what you have in common. Most people will welcome a *quick* mid-day chat about something they are passionate about beyond work. When it's time to get down to business, ask for a sale, close a deal, or negotiate a partnership, you'll have a friendly foundation in place in support the mutual benefits of working together and achieving the collective goal.

Finally, when the deal is done, it doesn't mean on-to-the-next. Stay in touch: send friendly check-in emails sharing news you think they'd like, schedule drinks, etc.

"Don't forget that you're working with HUMANS"
by @ANDLEVINE
Download free eBook here: http://wittyw.it/PTp2PT

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3 Thinking About Prospecting Is Not The Same As Doing It: How Strategic Questions Can Fill Your Pipeline And Protect Your Profit

By Mark Hunter

About Mark Hunter

Mark Hunter, "The Sales Hunter," is a sales consultant and keynote speaker who helps companies identify better prospects, close more sales and build more long-term customer relationships.

He is author of "High-Profit Selling: Win the Sale Without Compromising on Price." He spent more than 18 years in the sales and marketing divisions of three Fortune 100 companies. He is skilled at teaching the strategies that protect profit and reduce the tendency of salespeople to offer discounts.

Mark Hunter travels more than 200 days a year globally, delivering high-energy presentations and workshops that equip companies to grow their bottom line.

Thinking About Prospecting is Not the Same As Doing It: How Strategic Questions Can Fill Your Pipeline and Protect Your Profit By Mark Hunter

Note from the Editors: Asking the right questions of your prospects can uncover a great deal of information. On the other hand, asking the wrong questions can annoy your prospects. Mark suggests several strategic questions for you to consider.

Sales prospecting is not easy — I'll admit it. It takes dedication and a process.

The person who reserves time for prospecting — and then actually makes the necessary phone calls in that time — is the person who will succeed long-term.

- Do you block time out to prospect?
- Or do you make excuses and simply "think" about prospecting?

Thinking about prospecting is not the same as doing it. Having a full

pipeline is so crucial, because if you believe your current sale is your last one, you will likely make desperate decisions.

You will offer discounts that compromise profit or you will make concessions that become cumbersome or impossible for your support staff to accommodate.

That's no way to live, so block out the time to prospect on a consistent basis and then use that time to actually make calls.

When you make those calls, be strategic.

Here is my suggestion:

1. List all the wonderful qualities of your company.
2. List your company's many accolades and accomplishments.

Now, look closely at your lists and resolve to absolutely NOT use those things when reaching out to a prospect!

Your potential customers don't care about you and your company! What they DO care about are their own needs and desired outcomes. So, take the time to craft an opening that is designed to get the prospect to share what they want and need.

Here are examples of strategic questions:

1. "What do you foresee as the biggest changes in your industry over the next couple of years?" (You could modify this question by asking them what they feel are their biggest challenges or biggest opportunities).
2. "What about today's business environment most surprises you?" (You could modify this question, too. Ask them what most frustrates them or what most excites them about today's business environment).
3. "In what ways is your company adapting to remain competitive?"

Whether your prospects are B2B or B2C, take the time to develop strategic questions and then genuinely LISTEN to what the prospect shares. Strategic questions help move the prospect toward seeing value in what you offer.

Remember what I said earlier — prospects really don't care about your company. They care about their own wants and needs.

Only when you understand things from their perspective are you able to build a relationship that benefits both of you. Fill your pipeline and protect your profit, and do it strategically.

"How Strategic Questions Can Fill Your Pipeline and Protect Your Profit" by @TheSalesHunter
Download free eBook here: http://wittyw.it/PTp2PT

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4 How to Reach Prospects via a Little-Known LinkedIn Introduction Technique

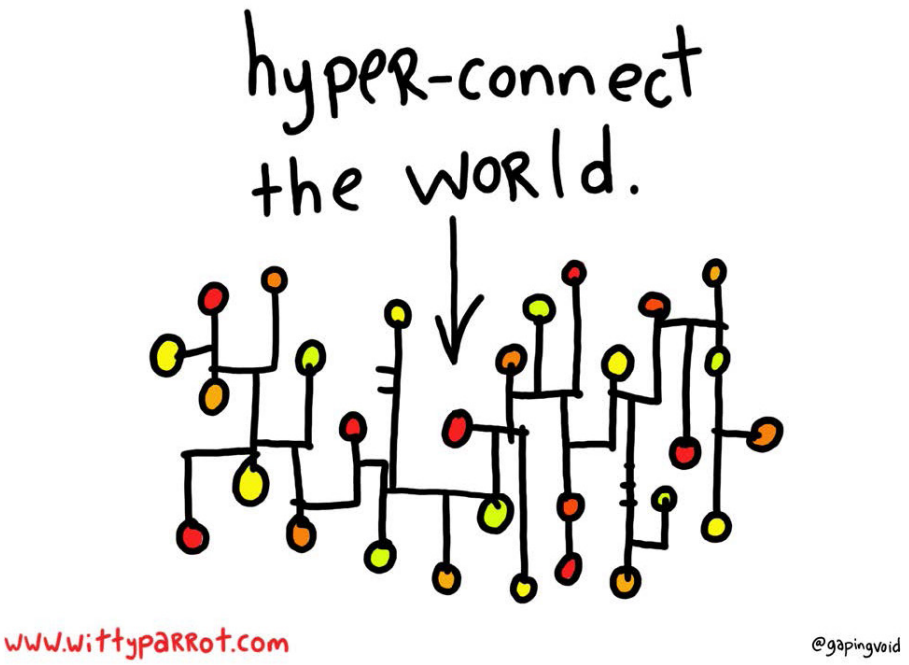
By Kurt Shaver

About Kurt Shaver

Kurt Shaver is America's social selling expert. He trains salespeople how to use LinkedIn to increase sales. InsideView named him a "Top 25 Sales Influencer". He created the Social Selling Boot Camp and hosts the No. 1 social selling podcast on iTunes. Get your personal LinkedIn Sales Score at http://bit.ly/100jMOQ.

How to Reach Prospects via a Little Known LinkedIn Introduction Technique By Kurt Shaver

Note from the Editors: Most professional salespeople are on LinkedIn. A large majority of them don't use the full power of what LinkedIn can do. Kurt shows a way to start capitalizing on the power of the platform.



Every salesperson knows that getting introduced to a prospect through a common connection is the best way to start a new sales cycle. That is because the seller gets a head-start due to the trust and credibility that the other two parties share. Now LinkedIn makes it easier than ever to get introductions with a little-known search feature introduced last year. Before jumping into the mechanics, think about three things:

1. Your Ideal Prospect Profile: You have to define what you are looking for to have any chance of finding it. Define your prospect in terms of LinkedIn data:
   a. Title
   b. Company
   c. Industry

d. Location
e. Keywords
For example: VP of IT in Financial Services in NYC area, keywords: security

2. Leverage Your Super-Connectors: Who are you connected to on LinkedIn that is likely to have a big network in your prospect's world? Have they experienced your product/service to the point they can give a ringing endorsement or it is your big-shot brother-in-law who will do you a favor because you are family?

3. Communication Channels: Are you going to request the introduction via email, phone, or an in-person visit to the common connection? Are you going to ask the common connection to make the introduction via email, phone, or in-person visit? The more important the introduction, the more you should lean toward the highest value communication (hint: it's not email).

When you've answered these questions, just follow this process:

1. Look up the common connection's LinkedIn Profile
2. Scroll toward the bottom until your reach the Connections section
3. Click the little gray magnifying glass icon on the upper right-hand
4. side of this section and type in a title or keyword. Hit enter to view results.
5. If there are more than 8 results, click the Advanced Search link to reveal the full set of search features to further filter the list.

Remember to thank your brother-in-law next Thanksgiving.

"How to Reach Prospects via a LittleKnown LinkedIn Introduction Technique" by @kurtshaver
Download free eBook here: http://wittyw.it/PTp2PT

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5 3 Steps to Reframe Prospect's Thinking

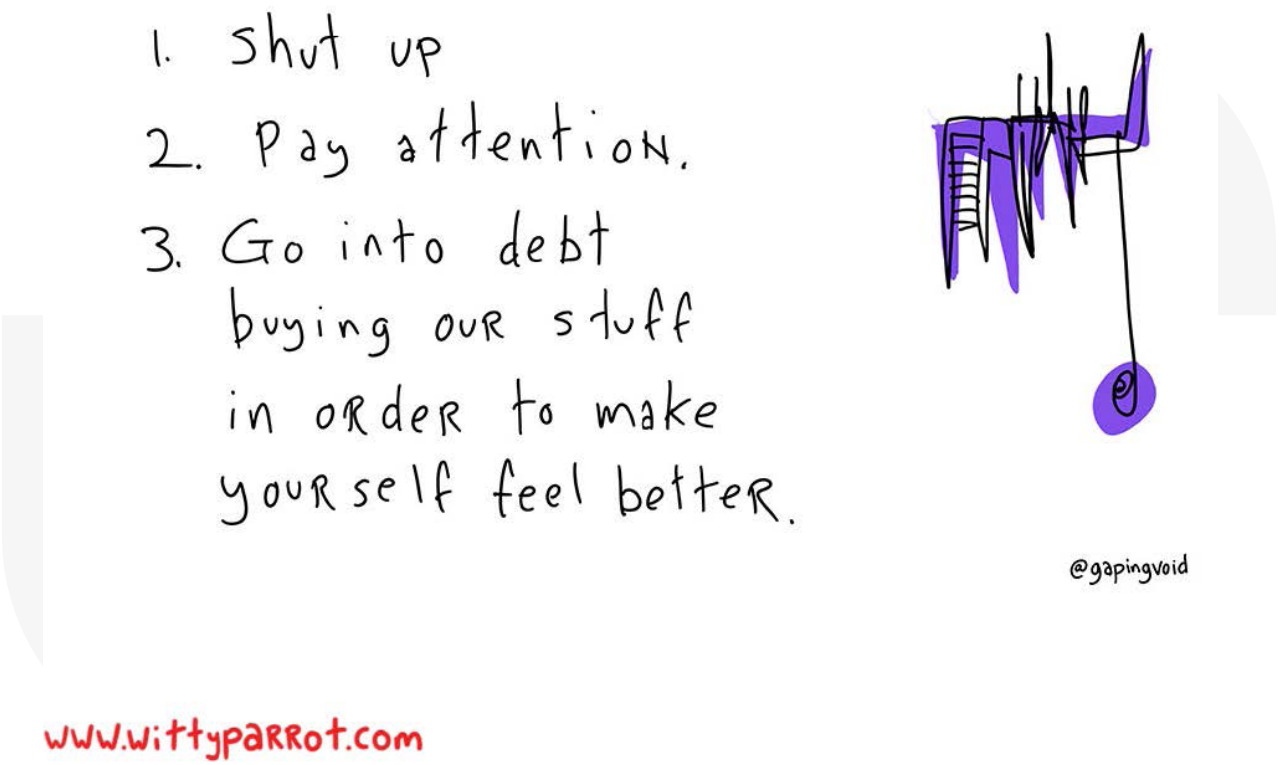
By Jeff Michaels

About Jeff Michaels

Jeff Michaels is a Sales & Marketing Executive who works with executives, leaders, & teams to create Intentional, Predictable, Repeatable success in business. He has 25 years of experience in Sales, Marketing, Training, Retail Operations and Business in industries such as CPG, Retail, Real Estate, Publishing, Franchising and Service industries.

3 Steps to Reframe Prospect's Thinking By Jeff Michaels

Note from the Editors: Jeff's tip about depleting the "status quo fund" of your prospect is brilliant. He explains how to do that in a three step Corporate Executive Board (CEB) process.



Capturing the attention of a prospect has become increasingly more difficult. We've all heard the numbers:

- 100 billion business emails were sent and received per day in 2013 – Radicati Group
- 86% of sales rep's messages have no commercial value to buyers – CEB
- 67% of the buyer's journey is now done digitally – Sirius-decisions

With the bombardment of ineffective messaging battling for your prospect's attention, it's no wonder why 6 out of 10 prospects end up in no decision. That number is likely to rise with a 31% increase in email and 44% increase in social media users expected over the next 4 years.

Many sales reps are trying to solve this through increased activity levels while simultaneously looking to improve their efficiency. Unfortunately, this will only result in adding to the noise, and lead reps to believe even more activity still is necessary.

Interestingly, as sales reps work tirelessly to get in touch with prospects to convince them to depart from their status quo, reps are equally guilty of their own status quo. Some are approaching prospects in the same ineffective way that they have done for years.

What so many fail to realize is without changing their approach and message, it is nearly impossible to generate enough activity through voice-mails and emails to prospects, to make up for the poor response rates.

Look at the recent statistics from The Blaire Group and Direct Marketing Association (DMA), respectively:

- "Surprisingly, we've never seen a sales team that could achieve more than a 3% callback rate from voice-mail messages. The average callback rate is less than 1%." – Kraig Kleeman, The Blaire Group
- Yory Wurmser of DMA reports, "Email's average response rate is 0.12%"

There is a better way to approach prospects in order to reframe how they are thinking about solving their problems. But doing so requires a complete abandonment from generically contacting and emailing prospects en masse.

The C.E.B. Model for Better Reframes

After spending significant time in evaluating the Challenger choreography, not only in face-to-face sales conversations, but also in written form and in everyday interactions, I developed the following easy to remember acronym...C.E.B.

- Challenge. The first step in your opening communication to a prospect is where you begin establishing credibility (Warmer Statement) by clearly articulating the 'challenges' your prospect is likely experiencing. The goal of this opening paragraph or statement is for the prospect to say, "Yes, I agree. You really understand my world."

- Example. The second step of your communication is to provide an example, demonstrating the traditional or conventional wisdom that everybody else uses to address these issues. This is where you lay the foundation to transition the prospect from Warmer to Reframe. At this stage, the goal is to have the prospect nodding, as if to say, "We've tried that approach too, and it doesn't work." Of course, they are expecting you to advise just like every other rep...but that is not what you will do as you are about to start the 'bankruptcy' proceedings.

- Bankruptcy. The third step in your process is to demonstrate the insufficiency, or 'bankruptcy,' of traditional thinking and why it hasn't worked. Your articulation and presentation of the problem with the conventional wisdom is paramount in preparing to offer your unique perspective that they hadn't thought of before. This is the Reframe. The goal of this stage is to get them thinking, "I never thought of it that way before."

I can't stress enough the importance of absolutely bankrupting the prospect's investments (e.g., arguments) for remaining in their status quo. Sales Managers and Reps alike need to recognize that if the prospect has any 'capital' remaining in staying the same, they won't budge until they have completely depleted their investment.

Repeatable Success Prospecting Tip

If a prospect's "status quo fund" isn't completely bankrupted by the end of their conversation with you, their fund will run out with a competitor...and they will earn their business. For the Challenger Sales rep, your job is to 'de-fund the prospect's argument' for remaining the same.

"3 Steps to Re-frame Prospect's Thinking"
by @IntendedResults
Download free eBook here: http://wittyw.it/PTp2PT

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6 Put your Agenda Aside. Pay Attention to What Prospects Are Sharing Online.

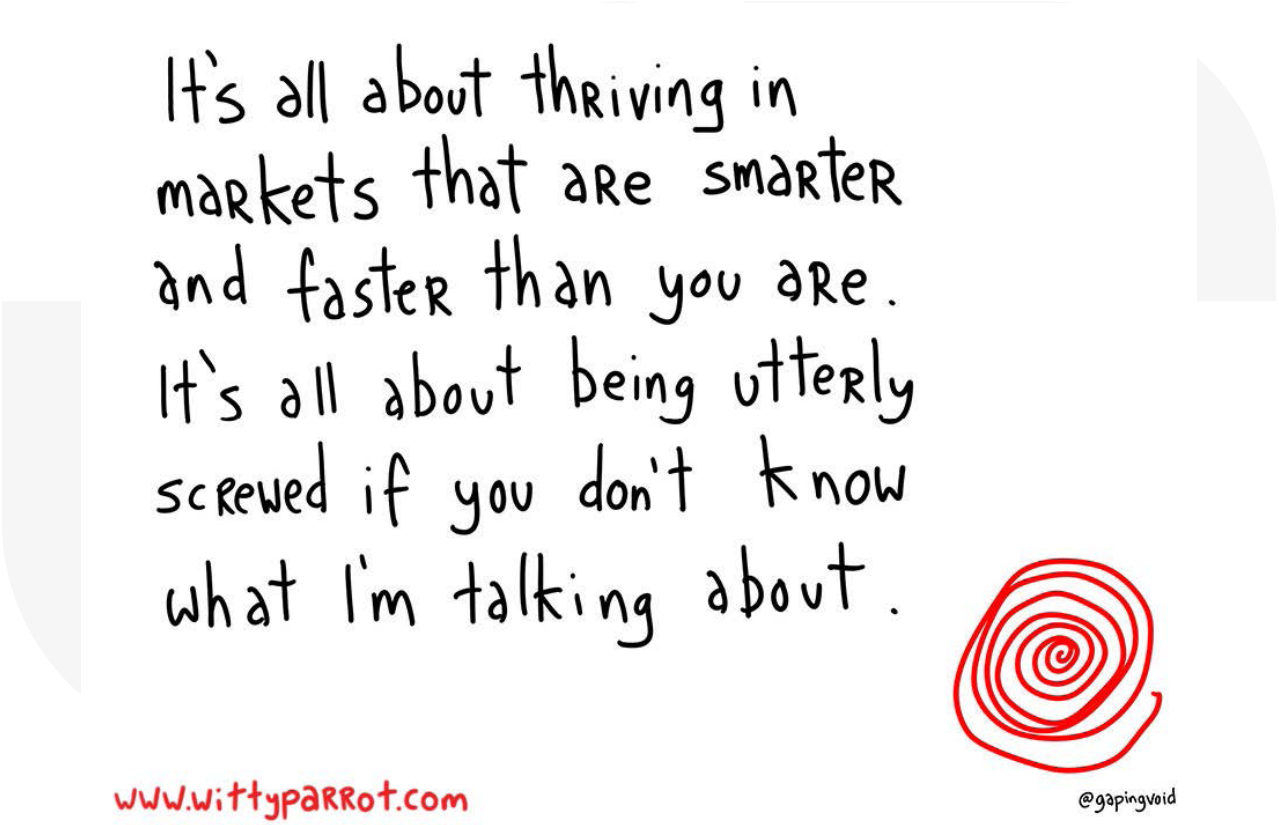
By Danielle Herzberg

About Danielle Herzberg

Danielle is a Sales Manager at HubSpot where she is responsible for managing a team of 11 sales reps. Prior to managing a sales team; Dannie sold HubSpot as an individual contributor directly to business owners, large enterprises, and through value added resellers.

Put your Agenda Aside. Pay Attention to What Prospects Are Sharing Online. By Danielle Herzberg

Note from the Editors: Danielle's tip is all about listening. It's easy to do and easy not to do. You will be better off doing it rather than skipping it.



Sales reps often get comfortable with their winning pitch and want to use that on every prospect, rather than adapting to the unique interests and challenges of that prospect. That rarely works in the long run.

I monitor what all of my prospects, customers and partners are saying on Twitter via HubSpot's Social Inbox tool. I have streams set up; so that I'm alerted any time they mention an area of interest or expertise of mine. I then engage them right on Twitter. If they're tweeting about it, and I'm an expert, they are much more likely to respond to me. It's hard to get prospects on the phone.

Most prospects take joy in deleting batches of emails, especially from salespeople. By paying attention to what their interests are on Twitter, I can connect at a much higher rate. When I do reach out by phone or email, they already know who I am, and know that I have expertise in a common area of interest.

"Pay Attention to What Prospects are Sharing Online" by @DannieHerz
Download free eBook here: http://wittyw.it/PTp2PT

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7 Prospecting Best Practices for Cold Canvassers

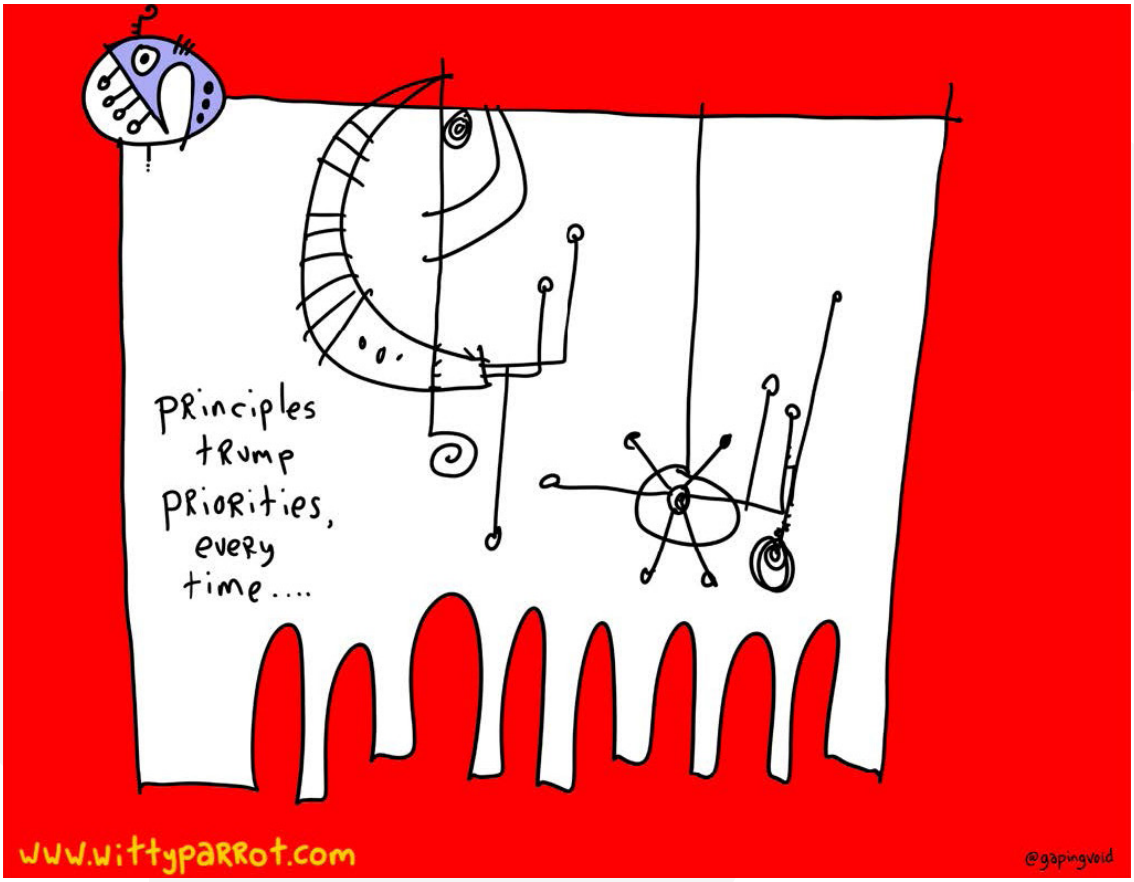
By Doyle Slayton

About Doyle Slayton

Doyle Slayton is an internationally recognized Sales and Leadership Strategist, Speaker, and Blogger. He is Co-founder of xoombi, a premier sales-driven marketing agency helping organizations drive traffic, generate leads, and grow sales. At xoombi, Doyle works with the world's best experts, authors, and thought leaders to help you connect the three teams that perform best when they work in strategic alignment...Marketing, Sales, and Sales Operations.

Prospecting Best Practices for Cold Canvassers By Doyle Slayton

Note from the Editors: Doyle's tip will make you think again about your own efficiency, productivity and results.



Reader Q & A: I received a question about cold calling on foot from Anthony Goldie...

So tell me Doyle, what do you think about cold canvassing / good old fashioned door knocking businesses - I reckon there's nothing better for building buyer relationships that last- I go out for 2 hours a day in my local area promoting and it's has made me lot of money also any hints and tips for improving-new strategies / thoughts for this style of presentation?

Answer: Let me start by saying... If it works for you, and you are

exceeding plan... then keep doing it. If you are good, it can be an effective activity for those selling in certain industries.

As for my daily activity, "cold canvassing" is not something I do very often... maybe once or twice per year... to remind myself that the following 3 principles are true:

Principle One – Efficiency

I don't find cold calling on foot to be an efficient use of my time. If I can drop-in on 10 prospects in two hours, I can do three times that much on the phone... making around 30 phone calls in the same time span. When I multiply that day-over-day-over-day, the phone and my trusty CRM are going to give me the best long-term results.

Principle Two – Productivity

I've seen a lot of sales people fall into this trap. Being "on the road" makes them feel productive and busy. Mixed in with all the prospecting come stops at the Starbucks, Exxon, a quick run to the post office and suddenly the day is gone with very little to show for it. Some reps use it as a justification for ending their day closer to home. They will foot canvas on the side of their territory closest to home and when they feel they have done enough... it's tempting and easy to call it a day.

Then there are those who decide it's a great way to get familiar with their territory. I see it differently. The best way to get familiar with your territory is to set a ton of appointments... on the way in and out of the building... look around and figure out who you are going to call on next. That is a lot more efficient.

Principle Three – Results

I think this type of prospecting can be deceiving. Let's say a new person joins your sales team who employs this type of "cold calling on foot" type of activity. If they are good, they will get some quick

turnaround deals, one call closes, short sales cycle, non-complex type of stuff. Some managers will send big praises saying, “Look at what this newbie is doing… been here for a week and got their first deal!” The sales person gains confidence, and the borderline performers think they should employ the same strategy.

It results in smaller revenue generating deals, often around $500 to $2,000 in yearly revenue per deal… give-or-take a few hundred dollars. If your goal is anything over 200K, cold canvassing is not likely to get you there. That’s the trap. It sneaks up on you. You look back at the end of the quarter and wonder, “What happened? I’ve been so busy… working so hard… yet I’m not even close to plan.”

“Reader Q & A: Good Old Fashioned Door Knocking” by @DoyleSlayton
Download free eBook here: http://wittyw.it/PTp2PT

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8 Using Trigger Events for Prospecting Target Accounts

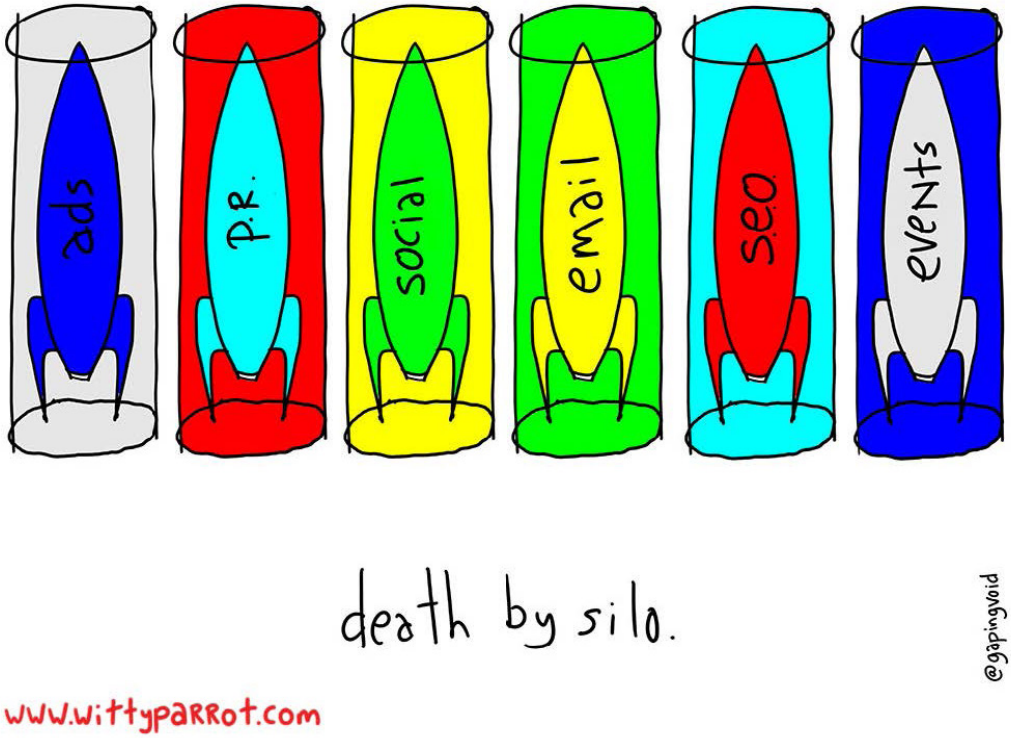
By Ali Powell

About Ali Powell

Principal Inbound Marketing Specialist at HubSpot. I have been working here for about 3-1/2 years now helping start-ups and mostly VC backed software and technology companies understand how to use HubSpot for lead generation and growth. I also have a blog that I run on the side that highlights 3 topics: women in tech, women in sales and inbound marketing.

Using Trigger Events for Prospecting Target Accounts By Ali Powell

Note from the Editors: Ali's tip is about being relevant and spending your time and energy to work on the RIGHT deals.



Trigger events are things that you find through doing research on a company you are prospecting or sourcing to help you know that what you are selling is something that could be timely or relevant for their company at the moment.

I only prospect companies that I know might have some need for inbound marketing and what our product helps with. If I don't have a reason to call or reach out to a company then I won't. That is what nurturing is for from the marketing side. I source leads and work leads strategically based around what I think makes a timely fit for selling our software. If you want to set yourself up to work leads and opportunities where you know that what you sell could potentially be timely and relevant to business needs and goals then you should put time into research companies. If you research your leads and

companies you want to work you will find reasons to reach out that align with your product.

In my CRM at any time someone could go into my leads views and see that all of my leads have research done on them, they also have reasons that I think that HubSpot could be timely for their business goals, I know everything I can about my leads before I start to reach out to them. If you can't say that for your leads and you are also wondering why you are working opportunities that aren't closing you might need to reassess the types of leads you work in the prospecting process.

Early stages of the sales process are important as this is the filtering phase to determine where you will invest your time and energy. Know what makes a good fit for your company but more importantly why your product or service could be timely and helpful to your target persona so you can strategically go after leads like that.

Use trigger events in prospecting to help you get more timely opportunities to work by @alipowell21
Download eBook here: http://wittyw.it/PTp2PT

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9 Specializing Your Salespeople is the #1 Most Important Thing to Creating Predictable, Scalable Sales Revenue.

By Aaron Ross

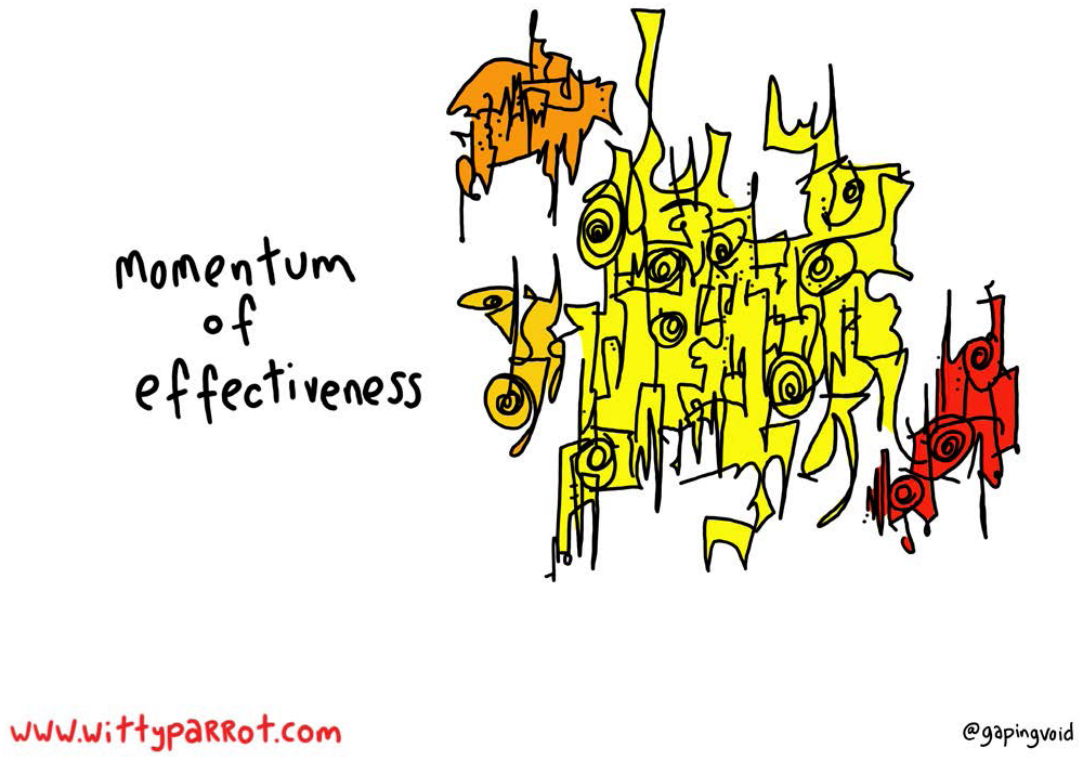
About Aaron Ross

Aaron Ross is the #1 best-selling author of "Predictable Revenue: Turn Your Business Into A Sales Machine With The $100 Million Best Practices Of Salesforce.com" (called by many people the "Sales Bible of Silicon Valley"). Before Predictable Revenue, Aaron worked at Salesforce.com, where he created a revolutionary Cold Calling 2.0 inside sales process and teams that helped increase Salesforce.com's revenues by $100 million.

Specializing Your Salespeople is the #1 Most Important Thing to Creating Predictable, Scalable Sales Revenue.

By Aaron Ross

Note from the Editors: Aaron's tip is about getting the right people to do the right things in the sales process. Aaron explains how specialization can hugely benefit your prospecting efforts.



Specialization makes everything else twice as effective (literally – it can help you double your results with the same people.)

The Four Core Roles:

1. **Inbound lead qualifiers** who react to leads coming to you, usually through your website & phone. They may do some outbound in their free time.
2. **Outbound prospectors** who proactively reach out to create new sales leads from scratch. No inbound leads, no closing deals!

3. **Salespeople/Account Executives** who close new business. They do NOT handle current customers or renewals, unless it is for a small (<5-10) number of special accounts. They may prospect 20% of their time but only to cultivate a small, focused set of specific targets or even better – important partners.

4. **Account Managers & Customer Success Managers** who maintain & grow current customers. This can include other post-sale specialties like a Renewals Team & Professional Services. Account Managers typically have a sales quota Customer Success Managers do not.

The #1 Concern: Relationship-Breaking

"Doesn't passing a prospect or customer off from one person to another create problems? Shouldn't the same person be building a relationship from Day one with a customer, then owning and maintaining it?"

No – not if you have simple, thoughtful ways to hand off customers, and set their expectations appropriately.

In fact, **prospects & customers get much better service this way**, because they have specialists at each step responding appropriately to what they need.

It's hard for a salesperson who's working on proposals, or traveling, to drop everything and get back right away to a new inbound lead.

Or to drop everything to deal with an urgent problem at a current customer.

Or to focus on all the things that are important – like customer service – when it's not related to them making their quota.

By specializing – in a way that makes sense for your business - you're doing customers a favor too.

When I mean specialize, I mean specialize. Prospectors need focus to make it work. Your prospectors should not close. Your prospectors should not respond to inbound leads. Your prospectors should not act as part-time telemarketers for marketing who want to fill their events. Your prospectors should prospect (90%+ of their time/focus).

The biggest long-term benefit: a Farm Team: By creating a career path for your people, you can create an incredible long-term source of talent for your company.

Your best people usually will be the ones you develop internally over time through this path, and it keeps them interested, learning and engaged.

It's Never Too Early to Specialize

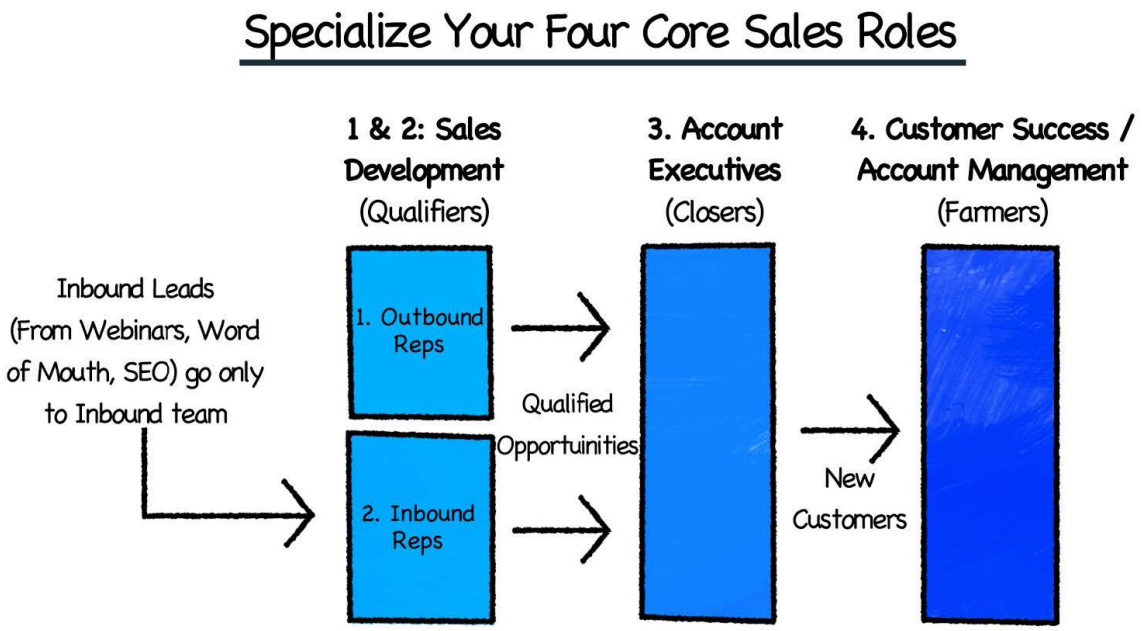
"What if I only have 1 or 2 people in sales?" This is the most common question asked. It's never too early to begin specializing.

If you're small, *specialize your time*.

1. Block out chunks of time (say 2 hours) on your calendar for business development
2. At those times, turn off any distractions.
3. Get a buddy system going with a friend or partner to keep you accountable. Set goals to hit to help keep you focused.

A few exceptions...think careful about how to specialize if:

- You have a very simple sales process, like a one-or two-call-close product.
- You're in a business or segment currently succeeding with generalized salespeople (like financial services advisors). Don't fix what ain't broken...but also don't be afraid to try new ideas.
- Common sense (not tradition, blind assumptions or what your investors tell you) says it just isn't right for you.



Specializing your salespeople is the #1 most important thing to creating sales revenue by @motoceo
Download eBook here: http://wittyw.it/PTp2PT

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10 Infuse Cadence, Accountability, and Humor into your Prospecting Efforts

By Kyle Porter

About Kyle Porter:

CEO & founder of SalesLoft. Entrepreneur & writer. Love building customer acquisition machines and providing delightment to customers.

Infuse Cadence, Accountability, and Humor into your Prospecting Efforts By Kyle Porter

Note from the Editors: Kyle breaks prospecting down to a 12-step process brilliantly. And, we can't resist this so we will say it WittyParrot can totally help with Item #6 on Kyle's list.

Customer acquisition machines have a process. I like to call it cadence. One example is the 7 x 7 approach that many of our clients use. Here's how it works:

1. Break your sales team into prospectors and closers.
2. Show your prospectors how to get great customer data quickly (*disclosure*: this is what we help with).
3. Have prospectors create lists either daily or weekly.
4. Email 50 prospects each morning.
5. Follow up with a 6 touches (calls & emails) over a 6 day period to that audience.
6. Use technology to speed up routine tasks (chrome extensions,

email templates, text accelerators)

7. Make email templates funny (we use a picture of a man being chased by a hippo in one of ours).
8. Improve process on a monthly basis.
9. Create a “play-book” that defines your process and best practices. Continually update it.
10. Set goals for performance pay and promotion.
11. Report on all rep’s performance weekly to the entire team and leadership group.
12. Win :)

“Infuse cadence, accountability, and humor into your prospecting efforts” by @kyleporter
Download free eBook here: http://wittyw.it/PTp2PT

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11 Date Your Prospects, Marry Your Clients

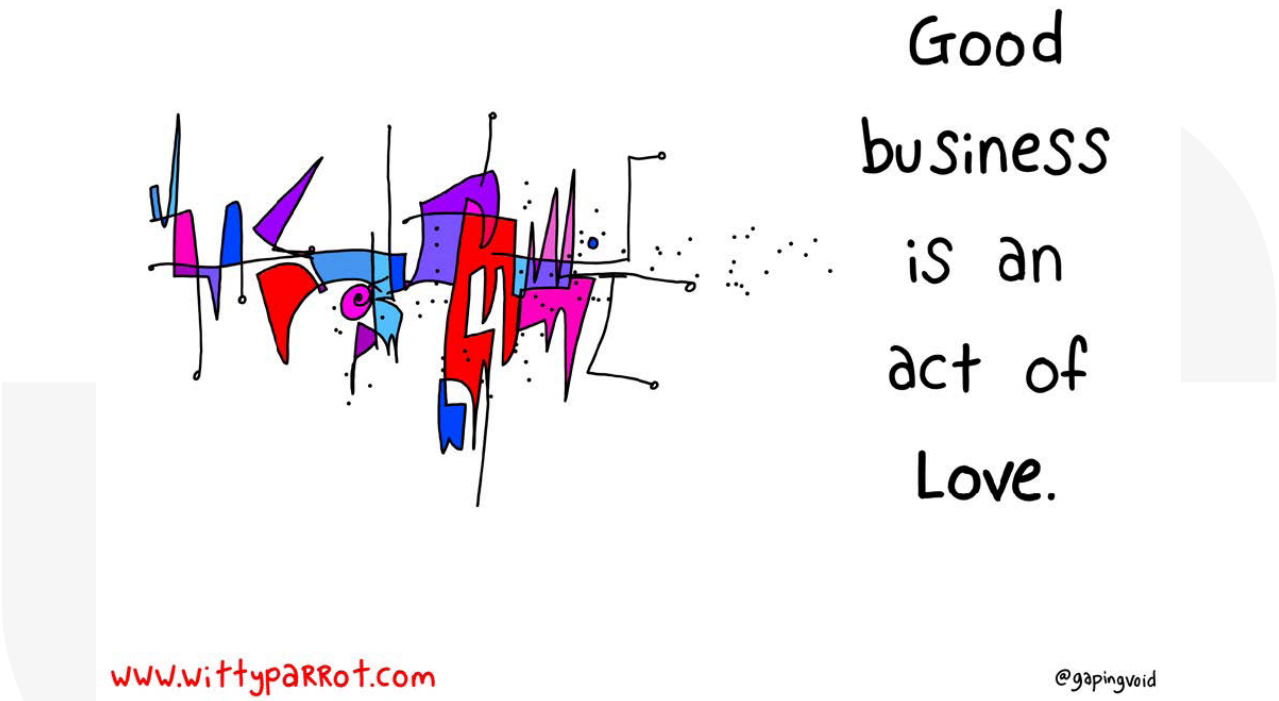
By Dia Matteson Oliveira

About Dia Matteson Oliveira

Dia is CEO and founder of My Forté International mentoring companies, executives and entrepreneurs in maximizing results. Her success spans more than 27 years as a top performing award winning sales executive in Fortune 500 companies as well as 11 of her own business ventures. Dia specializes in transforming her client's careers and businesses.... to succeed with measurable results. Dia recently co-authored a book on success named "25 Brilliant Business Mentors Their Top Tips To Catapult You To Success". To learn more visit: www.MyForteInternational.com

Date Your Prospects, Marry Your Clients By Dia Matteson Oliveira

Note from the Editors: Our humble request is to not take the advice in the title of this article literally :) Just kidding Dia's article talks about building a relationship step-by-step.



Well, not exactly, but you get my drift... How drawing the parallel between the sales process and courtship can build a lasting relationship that will change your results and surpass the competition.

Dating is fun, right? We all strive for a fulfilling relationship in our lives, right? So it's natural to understand that prospecting is also about developing a significant relationship in our life with a business twist. So why not enjoy the process! Just for fun, let's explore the dating mindset.

DATING & THE COURTSHIP

Would you ask a woman to marry you on the first date or even the second? Conversely, if a guy asked you to marry him on the first few dates, what would you think? "He doesn't even know who I am, what i

want or even need"! Right? This concept hit me one day and I realized the process of courtship is directly in alignment with the 'sales process' whereas we are creating an important 'business' relationship that has so many attributes of a successful 'personal' relationship. So enjoy the process and don't go for the close too soon!

The first date (or initial introduction) is a prime opportunity to make a lasting impression, to pre-qualify, check for compatibility and strategize the opportunity. Like dating, prospecting is about mutual discovery which shouldn't be rushed. This time should be a discovery of evaluating their needs to what you offer and if it is congruent for all parties involved.

Prospects expect to be courted to be asked out on a series of dates to learn about each other and more. Treat your prospects like you would a first date! Be polite, listen attentively and learn about what they want and need. Otherwise, get them talking and listen.

Create opportunities to meet, have authentic conversations and probe into the critical elements of who they are, what their needs are their 'likes' and 'dislikes' what they've done in the past and what would they 'change or improve'. What are their expectations? This is the stage in the courtship to listen for valuable clues of those selling points.

Creatively strategize some of the details of the information gleaned from your conversations to create opportunities to show them you are listening and have their best interest in mind. For example, send them pieces of information they would find of value with a personal note showing you were listening. Connect with them and others on their team on LinkedIn and other professional organizations. It's a relationship where you're constantly looking for opportunities to tell them "they're pretty" so to speak!

Research has never been so easy with the internet, so use it. Think outside the box and find opportunities to get their attention that is focused on meeting their needs without shoving your products or

services in their face. Send a handwritten thank you for their time or stop by with their favorite coffee drink or seasonal goody. Stand out from the crowd. Be present without being a pest.

Think about 'layers of communication' with your budding relationship. Finding ways to engage them serves to differentiate you from the competition, making you appear special, which dramatically increases your chance for success.

THE PROPOSAL

This is a special time to take things to another level. There is mutual interest and things are getting serious. It's time to lean in and go for the close. If you get a YES it's time to seal the deal.

If it's a NO, then overcome any objections and try for the close again!

THE ENGAGEMENT

Once you've resolved any objections or issues standing in your way and you've popped the question it's time to get serious and further the relationship for a collaborative future.

Now is the time to get beyond the 'mask' we sometimes wear to deepen the relationship for both parties exposing any missing details to finalize what the future holds for the relationship. This is a great time to negotiate the terms and conditions as well as evaluate the future for a solid and successful marriage that will transcend any challenges that will come.

Some closing advice on your marriage:

- Keep the flame burning that was ignited during the courtship!
- Never take each other for granted!
- Keep it fresh, keep it alive and keep it real!

If you don't, the competition will!

"Date your Prospects, Marry your Clients"
by @DiaMatteson
Download free eBook here: http://wittyw.it/PTp2PT

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12 Importance of Keeping Personal Statistics

By Balaji Chakravarthi

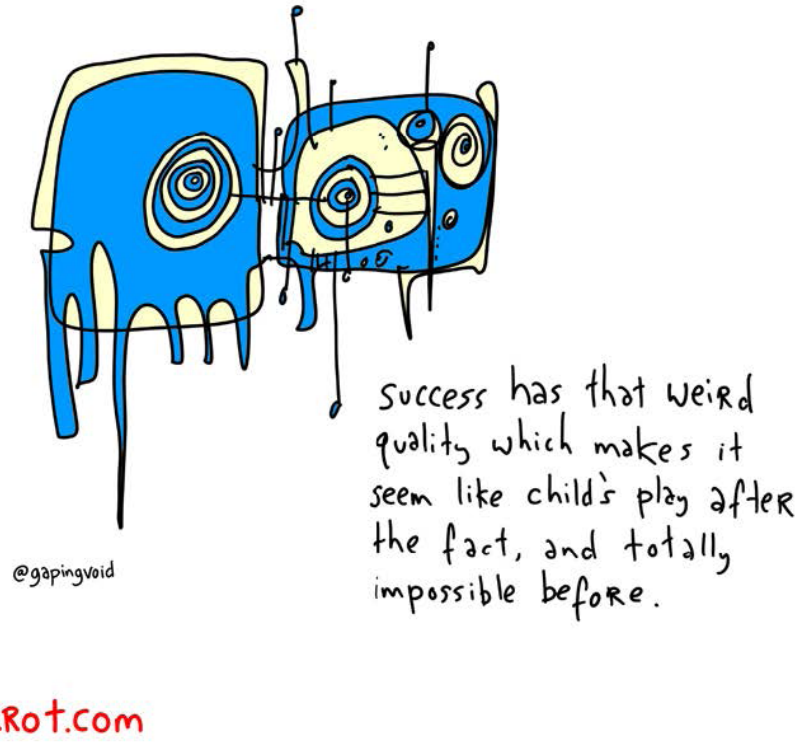
About Balaji Chakravarthi:

Balaji has been a start-up sales leader over his 20-splus years of experience in the IT industry. He has worked in 3 start-ups and has bootstrapped the sales engine to sell software services on the phone, acquired the first customer for his organizations 8 times and has built sales organizations from scratch many times over in his career in multiple markets. He is now the founder of ScoVelo Consulting that advises emerging and expansion stage B2B IT firms in establishing a consistent sales engine.

Importance of Keeping Personal Statistics By Balaji Chakravarthi

Note from the Editors: Balaji hits on two super important topics for prospectors that contribute to a leaky funnel, i. segmentation and targeting and ii. keeping personal statistics.

If you are puting the wrong leads in the funnel it will be really leaky. Also by keeping personal statistics you and your manager will be able to work on problem areas to plug the leaks in your funnel so you close more business.



We know that in some companies, the proverbial sales funnel has more leaks than a rusty old bucket.

In a poorly run sales operation no sooner do leads enter the top of the funnel, than they begin leaking out of the many holes in our bucket. When our funnel is really leaky, salespeople will spend all their time prospecting to fill the top of the funnel, without sufficient volume of qualified leads in the mid-funnel to nurture and turn into closed deals. In effect our funnel is void of opportunity before we can close anything.

One of the primary causes of the leaky funnel is due to poor market planning and segmentation. Many sales hours are wasted every month by sales people who are not focusing on the right segments, not speaking to the right set of people and not articulating the right value proposition which leads to a low lead to customer conversion ratio.

This article is for sales leaders and salespeople who are struggling with weak conversion ratios.

Let me say at the outset that is vital that individuals and managers keep track of personal prospecting and selling KPI's. If you are not measuring it, how can you improve and coach around areas for improvement?

There are two major top of funnel factors contributing to a leaky bucket:

- Putting poor quality leads into the funnel at the outset and these are typically caused by poor definition of the target market segment and ideal prospect and the lack of a formal definition of a qualified lead.
- Lack of a lead scoring method that makes sense for your market segment and buyer journey.

According to CSO Insights 2014 Sales Performance Optimization study, less than half of those 1200 companies surveyed had a formal definition of a qualified lead.

Of those companies on average, 25% of leads were generated by marketing, and salespeople generated 47%.

Less than half of the companies surveyed were able to convert a qualified lead into a discussion more than 50% of the time. In essence, salespeople are wasting half of their time speaking with prospects who are not qualified.

This is the perennial problem of marketing and sales alignment around lead definition in the case of marketing generated leads and a compromise on quality of leads generated by salespeople, where pressure to make a quantity of calls (activity) is confused with progress.

I have researched a number of different sources to provide a set of statistics to help B2B salespeople and their managers to know what good looks like in various sales conversion ratios.

These B2B numbers are from OpenView Venture Partners

Dials leading to a meaningful conversation 9%

- Calling before the start of the business day and at the end of the day and using multiple-channels can help.

Conversations leading to an appointment 23%

- This exposes telephone skills deficiencies, messaging effectiveness & targeting

Appointments leading to Opportunities 38%

- This is inversely proportional to the stringency of qualification criteria, were working on a smaller set of well qualified leads will produce more revenue than a larger set of unqualified opportunities as wasted time spent with non-buyers is eliminated.

Lead to Opportunity Conversion 12%

- Points to a weakness in targeting and segmentation as discussed above. Lead nurturing can help.

Pipeline Coverage 306%

- The best insurance policy is to have sufficient pipeline to cover the deals that leak out of the funnel.

Win Rate of Opportunities 27%

- A good metric to assess qualification and selling skills.

"Importance of Keeping Personal Statistics"
by @csbalaji
Download free eBook here: http://wittyw.it/PTp2PT

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13 7 Rules to Increase Sales Prospecting Success

By Ken Krogue

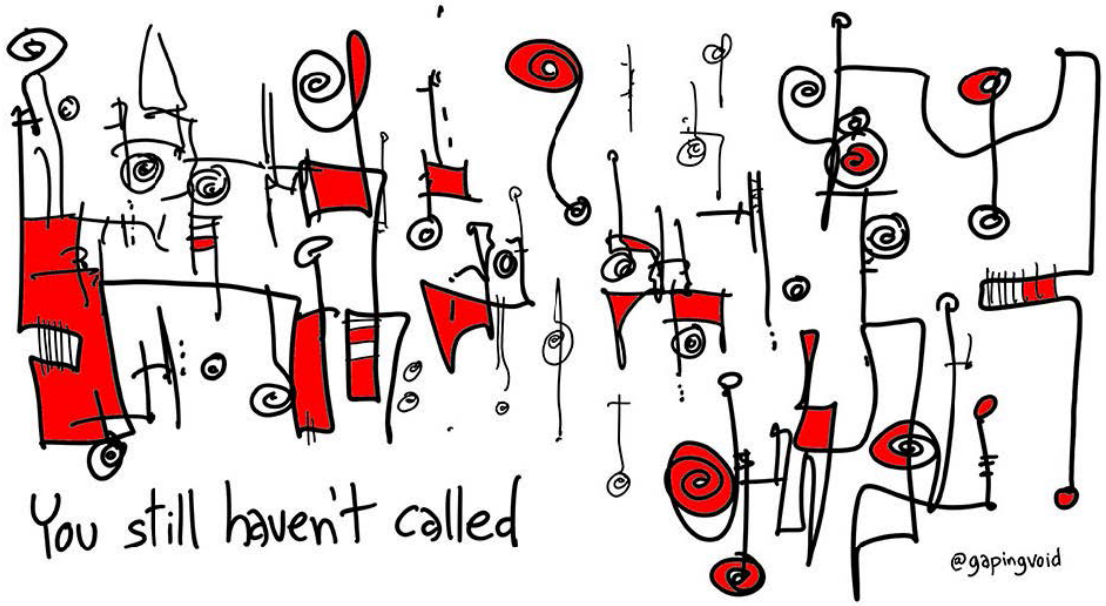
About Ken Krogue:

Ken Krogue is the president and founder of InsideSales.com, the global leader in cloud-based sales acceleration technologies and solutions. Ken has more than 24 years of experience in sales, development and marketing in both domestic and international markets and is a key thought leader for the inside sales industry.

Find out how InsideSales.com accelerates sales through science at www.insidesales.com.

7 Rules to Increase Sales Prospecting Success By Ken Krogue

Note from the Editors: Either you can pay a small price to read this article or you can pay a big price for ignoring this advice.



www.wittyparrot.com

When it comes to sales prospecting, I've found that there are seven rules that really make all the difference between success and scraping by. The majority of these rules come from our famous Lead Response Management study we did with Dr. James Oldroyd.

Here's a quick summary of the seven rules.

Rule 1: Immediacy

Research shows that a lead that is contacted within five minutes has a contact rate that is 100x higher versus waiting even 30 minutes. Also, the qualification rate is 21x higher if you call back within the same time frame.

Rule 2: Persistency

The average sales rep only makes 1.3 phone calls/lead before giving up. If you only call a lead once, you wring 37 percent of the value of your lead. Ideally, sales reps should be making six calls/lead. With six calls, you get 90 percent of the value from your leads.

Rule 3: Optimize Calls

As a best practice, ask your leads when the best time to contact them is. This can save sales reps a lot of wasted time. If a lead wants to be contacted, they will tell you when is most convenient for them.

Rule 4: Time of Day

The best time to contact a lead is between 8 a.m. and 9 a.m. or 4 p.m. and 5 p.m. The worst time of day to attempt contact is during the lunch hour. Make sure your sales reps are being most productive during these times.

Rule 5: Day of Week

Equally as important as time of day, research has shown that the day of the week also plays a role in contact ratios. Wednesdays and Thursdays are the best days of the week for contacting sales leads, while Tuesdays are the worst.

When should sales meetings be? Tuesdays, during lunchtime.

Rule 6: Direct-Dial Numbers

Steve Richard at Vorsight did some awesome research on the subject of direct-dial numbers. From the study, we learned that reps who gather direct-dial numbers schedule dramatically more appointments. It seems obvious, but sales reps aren't doing this.

Rule 7: Leverage Technology

Technology has dramatically increased the effectiveness of a sales team. At InsideSales.com, we have many different technologies available for our lead response dialing technology. One of my favorites is a product called LocalPresence. If you're calling a lead in New York from San Jose, LocalPresence will display a New York area code (212) on your lead's Caller ID. Our research has shown that displaying a local number creates a 57.8% increase in the odds of that lead answering the phone.

Well, there you have it. What other "rules" have you found that help increase the productivity and efficiency of your sales team?

"The Ultimate Revenue Engine" by InsideSales.com

Download the free eBook here:
http://www.insidesales.com/maximizing-results-through-inside-sales-and-marketing-automation.php

"7 Rules to Increase Sales Prospecting Success"
by @kenkrogue
Download free eBook here: http://wittyw.it/PTp2PT

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14 35 Days to Great First Sales Meetings

By Jim Burns

About Jim Burns

Jim Burns is founder and CEO of Avitage, a 20 year marketing and sales enablement company in Boston, Massachusetts.

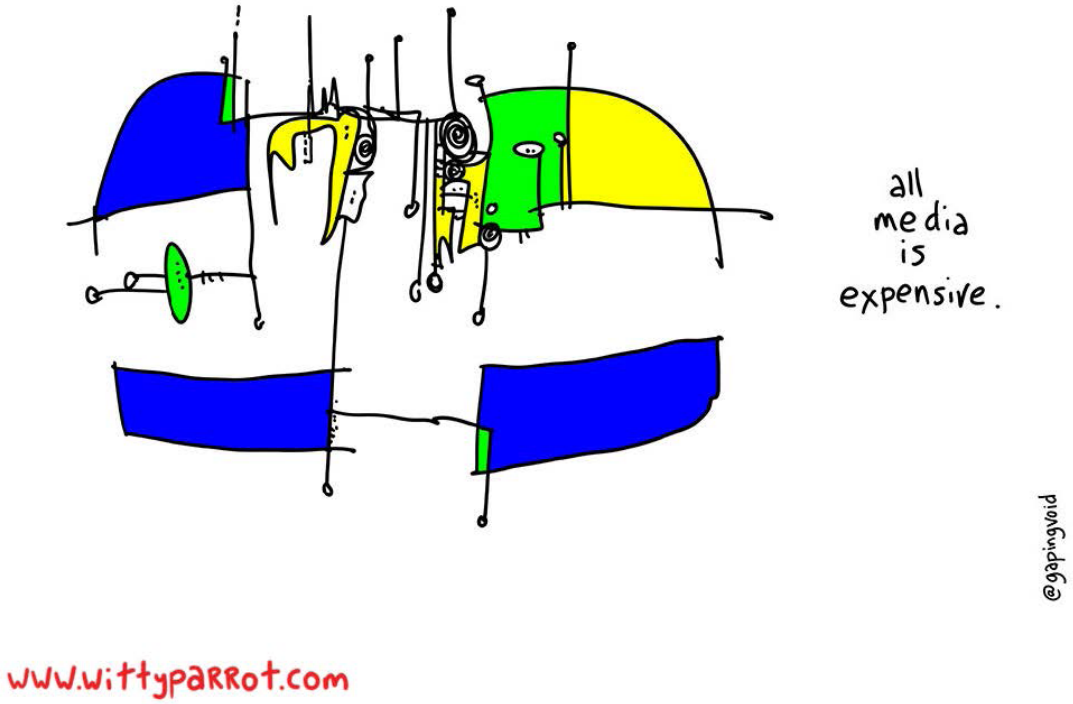
Avitage addresses the problem that content is the key driver of go-to-market success, yet most organizations treat content as a low level tactical expense. They believe organizations that don't embrace content as a strategic imperative and change their outdated content operations model will realize lower performance at the operational, tactical and strategic business levels.

Avitage customers get more out of content investments: quality, outputs and business outcomes, through the deployment of a leveraged content publishing system.

35 Days to Great First Sales Meetings

By Jim Burns

Note from the Editors: Jim's article uses a fishing metaphor to explain how to use new media in combination with traditional techniques to earn the right to speak with your prospect.



How content will help you gain attention, earn the right, and discover what's important to prospects before you ever speak with them — to get more first meetings within 35 days than you get now.

In B2B selling to self-educating, online, on-demand buyers, the law of attraction works better than the law of intrusion.

You know this instinctively, and from the way you like to buy. But you may have been trained or you work inside of a selling culture that values hunting over all else. So first, check your mindset, your belief system. If you are not open to a different approach, this isn't for you.

You hunt first to find, then to catch.

A fisherman must go to the river to fish. But the fisherman knows after

selecting the best location (your ideal customer profile), the right bait is the key to success.

We continue to see sales organizations spend tremendous time and effort making outbound, cold prospecting calls, will little to no results, except the frustration of sales people.

Even those who have adopted social selling techniques often simply apply the same phone and email techniques to new social communication channels. To leverage new media it's best to rethink your approach.

We must attract buyer attention so they discover us in the first place. We must earn the right for an initial conversation with "crazy busy people". If we prepare the ground for the seeds of our ideas, our insights will be received and will grow faster. We will **"slow down to sell faster."**

Buyer relevant information is the key. This information must be **packaged, managed and delivered** in buyer convenient ways.

To earn the right to a conversation, you must "give to get." You must also learn what is most important to each buyer at the specific timing of your engagement. But buyers don't want to waste their time educating you about their problems. That's your job. By tracking prospect content consumption you can accomplish each of these objectives.

A new prospecting approach

We suggest you create messages, and build or find content, your buyers will find useful. Then engage prospects over four weeks through a combination of simultaneous voice mails and emails. We refer to these as "touches."

The key techniques are:

- Send a trackable email with prospect relevant content
- Leave a voicemail about the prospect relevant problem your content

addresses, to get the prospect to view your email and content

- Touch the prospect this way four times before calling to request an introduction conversation.

For a comprehensive guide with technique checklist 35 Days to Great First Sales Meetings, go to http://bit.ly/35DaysFirstSalesMeetings (simple registration required).

"35 Days to Great First Sales Meetings"
by @salesvpi
Download free eBook here: http://wittyw.it/PTp2PT

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15 Get more prospecting done with ruthless discipline and leverage

By Mark Gibson

About Mark Gibson

Mark heads the global marketing team at WittyParrot as VP - Marketing.

Mark is an experienced sales and marketing professional and consultant, with 30 years of international sales, marketing and business development success.

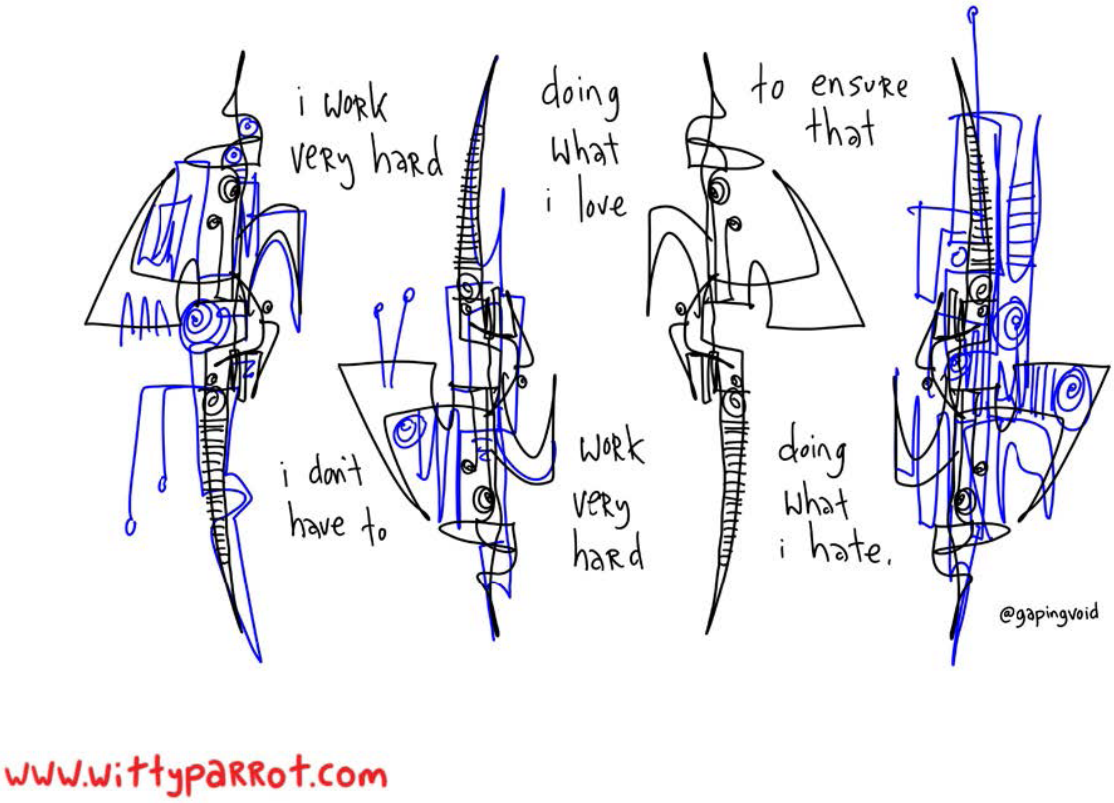
Since founding Advanced Marketing Concepts in the UK in 2004, Mark has consulted to B2B companies selling to the early market and has helped established companies to overcome the weak pipeline, no lead-flow and weak sales engagement problems caused by weak messaging.

Mark is the author of "The End of Selling - Facilitating the Buying Process", a new book examining how B2B customers buy.

Get more prospecting done with ruthless discipline and leverage

By Mark Gibson

Note from the Editors: Mark's article about connecting purpose with your prospecting efforts to more effectively control yourself and your time. Doing more prospecting, more effectively, leads directly to more revenue and more commission and sometimes emotional leverage is required overcome the inertia and get started.



I read an excellent article last week from one of my favorite bloggers, Anthony Iannarino entitled "Ruthlessly Prioritize"

It's about how each of us manages the time we have available. It aptly describes the mindset required to be a good prospector in sales.

Anthony blogs every day and his articles are invariably interesting and insightful (if you haven't tried it, the practice of daily blogging requires ruthless discipline). If you haven't read Anthony's TheSalesBlog, you can sign up for it here.

What I like about Anthony's article is the elevation of purpose beyond completing a list of tasks.

The article begins, "You can't manage your time.

Time is something over which you have zero control.

You can't find more time because there isn't any more.

You have all you are going to have, do with it what you may.

Even though you can't find or make more time, you can exercise control over yourself.

This isn't time management; it's "me management."

If you want to get the most out of the time you have, you have to become an excellent "me manager." states Anthony.

Anyone who suffers from Attention Deficit Disorder, (and I do), knows that "me management" is the hardest part of getting anything done. It's not the task at hand that is the problem, it's getting focused, starting the job and staying on task and avoiding distractions until it is completed.

Not What. Who

Anthony continues, "But it isn't what you are doing that matters most.

It's for whom you are doing it.

If you are going to ruthlessly prioritize your time, you need to start with the outcomes you need to generate for and with the people who matter most in your life (and your business life is a big part of your life, isn't it?).

People are always first, but even they need to be prioritized. Who

matters most? Time you spend with some is time you aren't spending with others. Think it through".

This is a tremendous lesson for salespeople with families, who sometimes confuse priorities, instead of working on the outcome for the people who matter most.

Get Leverage & Improve Sales Productivity

Purpose drives behavior and massive purpose creates new and positive outcomes.

In the sales profession, the task of prospecting; of picking up the phone and getting a stranger on the end of the phone and risking rejection is the most important driver of positive outcomes and sales productivity.

If you are a little call-reluctant, or having trouble getting around to making the calls, perhaps a photograph of your family by the phone could help connect the task at hand with your purpose and the people who matter most in your life.

If that's not enough leverage to get you smiling and dialing, try a Tony Robbins technique... "now imagine your family has been taken hostage by terrorists and they have guns to their head. If you don't make those 30, 40 or 50 dials today they will all be killed". Tony Robbins suggests that if you have enough reasons (emotional leverage), you'll do anything.

So getting more prospecting done is about ruthless discipline and emotional leverage.

"Get More Prospecting Done with Ruthless Discipline & Leverage" by @rmarkgibson
Download free eBook here: http://wittyw.it/PTp2PT

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16 Forget Tips. Develop a Customer Focused Prospecting System

By Mike Kunkle

About Mike Kunkle

Mike Kunkle is a training & organization effectiveness leader with special expertise in sales force transformation.

He spent the past 21 years as a corporate director or consultant, leading departments & projects with one purpose – improve sales results.

Mike achieves results through sales training & leadership development, implementing organization effectiveness practices & leading change efforts.

Mike works for a Fortune 10 company in a sales excellence role, but freely shares his own sales transformation methodology, speaking at conferences & writing online
http://www.mikekunkle.com

Forget Tips. Develop a Customer Focused Prospecting System

By Mike Kunkle

Note from the Editors: Mike is not so much interested in tips, rather the opposite. This is deep insight into discovering what your ideal customer cares about, equipping yourself to create value and understanding how they buy.

Cold calling is dead. No it's not. Social selling rules. Unless your customers or influencers aren't on social media. You only have 30 seconds on the phone. Unless you capture attention and take two minutes. Trigger events work. Unless you can't find one. You need to use insights to prospect. Unless you challenge and upset your customer.

You know, it's lucky WittyParrot is asking so many sales experts about prospecting, because nothing works, and everything does. Confused yet? So are most sales professionals today, and that's the problem.

It's our own fault. Tips? Really? (In my best Blazing Saddles, Sierra Madre parody voice...) "We don' need no steenkin' TIPS!"

An Effective, Inclusive, Customer-Focused Prospecting System

What we need is an effective, inclusive, customer-focused prospecting system. What we need is sound judgment about when to use which methodology. And what we need are the skills to execute effectively, and set appointments.

If you want to excel at lead gen and prospecting, in this day and age, and in this market, you need to put away your one-trick pony and start thinking like a real business professional. I don't have a right answer for you, for your business, in your industry, with your customers, with your products and services. And if someone tells you they do, without analyzing your situation; run the other direction. I can't tell you what will work for you. But I can tell you how to start thinking about it, to figure it out. This will be too vague, based on space limitations, but it will provide a framework and be a starting point.

I've been saying a lot lately that the path to sales growth is through customer focus. So is the path to effective prospecting. Let's forget prospecting for a moment and step back. Let's talk about customers and value creation instead.

There are four pillars to Sales Value Creation

- Financial Acumen - the KPIs and metrics that matter to decision makers and the business outcomes that matter to the C-suite.
- Operational Acumen - how you get things done, in your organization or your customers
- Customer Acumen - market conditions, business issues, negative implications of inaction, positive outcomes of resolution, and the resulting needs
- Solution Acumen - how your solutions address the needs, avoid the negative implications, provide the positive outcomes, and deliver the financial value desired by the decision-makers and C-suite execs

There are five parts of a Customer Focus Framework

- Modeling Buyer Personas - who are your buyers? What are their roles, goals, obstacles, opportunities? How, when and where do they research and buy?
- Mapping the Buying Journey and Buying Process
- Aligning Your Sales Process and Methodology to your Buyer's Journey
- Understanding Market Conditions and Buyer Issues
- Aligning Your Sales Solutions and Messaging (by persona, by issue, by process stage)

Customer-Focused Prospecting

With these foundations in place, you can look for the opening that allows you to deliver the right messaging to the right buyers, at the right time, in a way that will capture attention and interest.

- You might source a trigger event through an alert service
- You might magnetize buyers to you with content marketing, marketing automation, or you own content sharing
- You might have insights that you can approach some buyers with (but which aren't a fit for others)
- You might nurture buyers yourself through social media and orchestrate an organic opportunity to share relevant, compelling info
- You might benefit from an introduction or referral, based on your pay-it-forward networking and how you've helped others.

If you figure this stuff out... if you truly focus on your customers and your various buyers... what you have to say and the ways you can approach them to say it, becomes clearer, and more compelling, because it's less of a numbers game, and more of finding the people with the problems you can solve. And THAT's a tip.

Best of success to you.

"Forget Tips. Develop a Customer-Focused Prospecting System" by @Mike_Kunkle
Download free eBook here: http://wittyw.it/PTp2PT

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17 Never Set Down the Phone

By Anthony Iannarino

About Anthony Iannarino

Anthony is the President and Chief Sales officer for SOLUTIONS Staffing, a best-in-class regional staffing service based in Columbus, Ohio. They provide light industrial, clerical, accounting, and scientific staffing solutions for our clients who need a higher-caliber employee, and the highest levels of service.

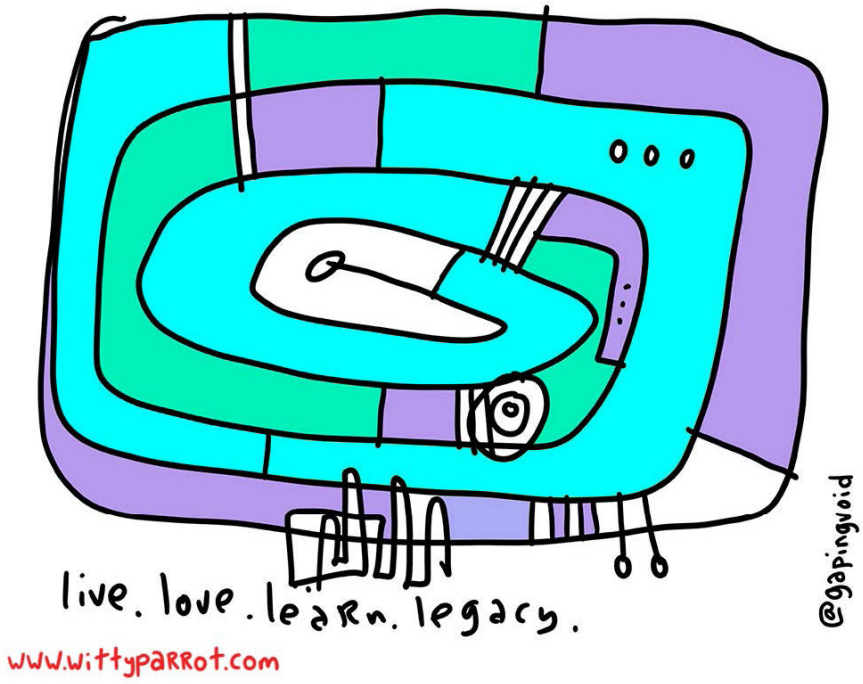
He is also the Managing Director of B2B Sales Coach & Consultancy, a boutique sales coaching and consulting company where he works to help salespeople and sales organizations improve and reach their full potential.

He also works as an adjunct faculty member at Capital University's School of Management and Leadership. He teaches Personal Selling in the undergraduate program, and Persuasive Marketing and Social Media Marketing in the MBA program.

Never Set Down the Phone

By Anthony Iannarino

Note from the Editors: Anthony's contrarian advice will not appeal to those waiting for marketing leads to show up so they can call them… but it will make them a lot more money in a lot shorter time.



This is old school advice. I suspect that most salespeople that stumble upon this content in this eBook will skip right past it, believing the big lie that cold calling is dead, that the telephone is no longer important, and that they should use only social media and inbound marketing to prospect. Only those brave enough to have these beliefs challenged and who are willing to take action will receive the enormous boost in their results from following this advice.

What? You're still here? Even though you know this is prospecting tip is about picking up the telephone? Well, if you're game, I'm game. Let's get into it.

It's Only a Phone Call

No matter what you hear, the telephone is still the fastest, surest way to schedule appointments with your prospective clients. This doesn't

mean you shouldn't also use every other method of prospecting too. It just means the phone should still be the primary method right now. Don't invest the idea of cold calling with a bunch of negative beliefs. It's just a phone call. No one has ever died or been seriously injured making a phone call to a prospect (I've done the research, not a single verified injury). It's a phone call. People make them all of the time.

Here's your tip: **Never set down the phone once you've picked it up**. Once you start dialing, keep calling until you make all of the calls you have committed to make or until you reach your goal.

But before you start, let's do some prep work.

Separate Research and Prospecting

Research and prospecting are two very different activities. When you combine them, you slow your prospecting efforts, you get distracted by the research, and you produce poor results. This problem is easily remedied.

First, do all of your research. Build the list of prospects you intend to call. Identify the two or three contacts you intend to call within each of your target accounts and write down their telephone numbers. If you want to, print their "About Us" page from their website so you have it right in front of you when you are making your calls. You can even write the contact names and numbers on the printed copy of that page. If you are one of those whose confidence is boosted by knowing who you are speaking with before you call them, print the contact's profile page from LinkedIn.

Once you have your list, stop doing any research. Close the browser, brother or sister. And pick up the telephone.

Dial, and Dial, and Dial, and Dial

The reason so many fail at making their calls is they never give

themselves a real chance. They don't make enough calls to get into a rhythm, and they don't make enough calls to get really good at it. The remedy: never set down the phone.

Make your first call. No matter what happens, don't set down the phone. Dial the next number.

- If you schedule an appointment on your call, throw your free fist in the air, write down the appointment with your free hand, and dial the next number.
- If your dream client hangs up in your face, assume they have low blood sugar, they're in the middle of a messy divorce, or their boss just asked them to cancel their vacation and then dial the next number.
- If you have to leave a message, leave a voicemail message that you will try back tomorrow and the next day until you reach your dream client or until they email you the name of the person who you need to speak with, and then dial the next number.

When you sit down to make your call, make all of your calls without setting down the phone. You will produce more appointments faster than any other prospecting method available to you. You will produce more appointments than your peers sitting idly by waiting for marketing to qualify a lead from your website. You productivity will eclipse all of your brothers and sisters tweeting their faces off and browsing the web looking for distractions that they can pretend is work. Pick up the phone.

Don't set it down until you've made your calls.

"Never Set Down the Phone" by @iannarino
Download free eBook here: http://wittyw.it/PTp2PT

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18 Pay it Forward

By Paul D'Souza

About Paul D'Souza:

Paul D'Souza believes that Inspired people make more money and live better lives. Everything he does supports this single idea. He is an Author of the award winning book – The Market Has Changed – Have You? Selling Power Magazine's Top 10 Must Read Sales Book of 2010. Help helps people take their business and their lives to higher levels of Authenticity and Prosperity.

Pay It Forward By Paul D'Souza

Note from the Editors: Paul's Pay it Forward, always be helping strategy creates no-effort opportunities to get close to someone you don't know, to have an initial meaningful conversation.

Prospecting is the art of "Determining the Probability of Relevance" for doing business with a specific person in the future. (all deals are done between people initially; then their business entities)

To make this process as accurate and effective as possible it is important to treat this interaction like a mini sale. The steps might look like this...

1. Building Rapport
2. Building Trust
3. Understanding Need
4. Presenting Value and
5. Assessing the relevance and probability of doing business in the future.

Being able to quickly establish a relationship of trust and rapport is critical to get enough information from the other person about

potential areas of engagement. People do not talk about problems they need help with unless they feel comfortable in you as a person and trust you to protect them.

One of the fastest ways to do this; is to very quickly find ways for you to help them. Help them with things that might or might not be related to your core offering. Just start helping people as soon as you get to meet them. I call this strategy ... Always Be Caring.

I recently had a productive business conversation with a Sr. Manager at a larger Pharmaceutical Company because, when I first met her, I had the opportunity to help her when we were standing in-line at the breakfast buffet bar at a conference; I offered to hold her plate while she fished around for a business card to give someone else. We then introduced ourselves and talked about what we did. During that short 3 minute conversation, we learnt that it made sense for us to talk again.

Which we did.

"Pay It Forward" is a good strategy to get close enough to someone to have a meaningful conversation. Help people do things that are important to them and create the space to get to know them. This will not just help you qualify a prospect and find an opportunity; you might actually qualify a specific opportunity against Timelines, Budget and understanding of their Requirements.

Wishing you only the best.

"Pay it Forward" by @pdsouza
Download free eBook here: http://wittyw.it/PTp2PT

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19 Message Matters

By Barb Giamanco

About Barb Giamanco:

Barbara Giamanco heads up Social Centered Selling and serves as Nimble's Chief Customer Ambassador. She is a globally recognized expert in Social Selling, Social Media Marketing and Social Business. She's the co-author of The New Handshake: Sales Meets Social Media and the Harvard Business Review article Tweet Me, Friend Me, Make Me Buy. Barb's blog is a Top 50 Sales and Marketing winner. She was named a Top 10 Influential Leader in Sales for the 3rd year running, a Top 25 Sales Influencer on Twitter and one of Top Sales World's Top 50 Sales and Marketing Influencers. A former Microsoft Sales Director, Barb has sold $1B in products and services throughout her career.

Company website: www.scs-connect.com
Nimble: www.nimble.com

Message Matters By Barb Giamanco

Note from the Editors: The marginal cost of sending an email is zero. Barb's tip helps overcome a common problem in email and calling technique where lazy salespeople send out generic messages with no likelihood of getting meetings.

Today's salespeople have a variety of communication channels available to help them reach prospects. Unfortunately, some sellers haven't gotten the memo that we are long past the days of simply broadcasting a generic pitch.

Technology has given rise to false expectations and laziness. Sending 100 emails to the wrong people with the wrong message is not an effective prospecting strategy. Leaving random phone messages isn't either.

A few tips for sellers in how to engage their prospects more effectively to secure meetings:

- Target the message to the right buyer and focus on what they care about, not what you want to sell.
- Check your facts. I don't run an entertainment company, as one

sales email suggested and the sales rep should know that.

- Check the grammar and spelling. Starting the first sentence of the email with "anyways" is not the way to make a positive impression.
- Don't use jargon that only people in your company understand.
- Get the person's name right.
- Stop asking people to visit your website to learn more and "get back to me if I can answer any questions". It's lazy and presumes your prospect has the time to do your sales job.
- Make sure the customer examples used are relevant. Pitching a small business? Don't say "there is a reason why McKesson and Bain Capital" use our product. Using McKesson as a customer example isn't relevant to a small business owner. They will only conclude that you don't understand small business and they can't afford what you sell anyway.

Here's what a Sales Manager at a client account told me, "I have to say that since you instructed us not to send out generic messages and invites (without personalizing), my meeting acceptance rates and speed has drastically improved."

Remember... Poorly written emails and inarticulate voicemail messages are killing your sales opportunities, and you probably don't even know it.

Put these tips into action and see your meeting acceptance rates soar.

"Message Matters" by @barbaragiamanco
Download free eBook here: http://wittyw.it/PTp2PT

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20 You have to have something relevant to say

By David Brock

About David Brock:

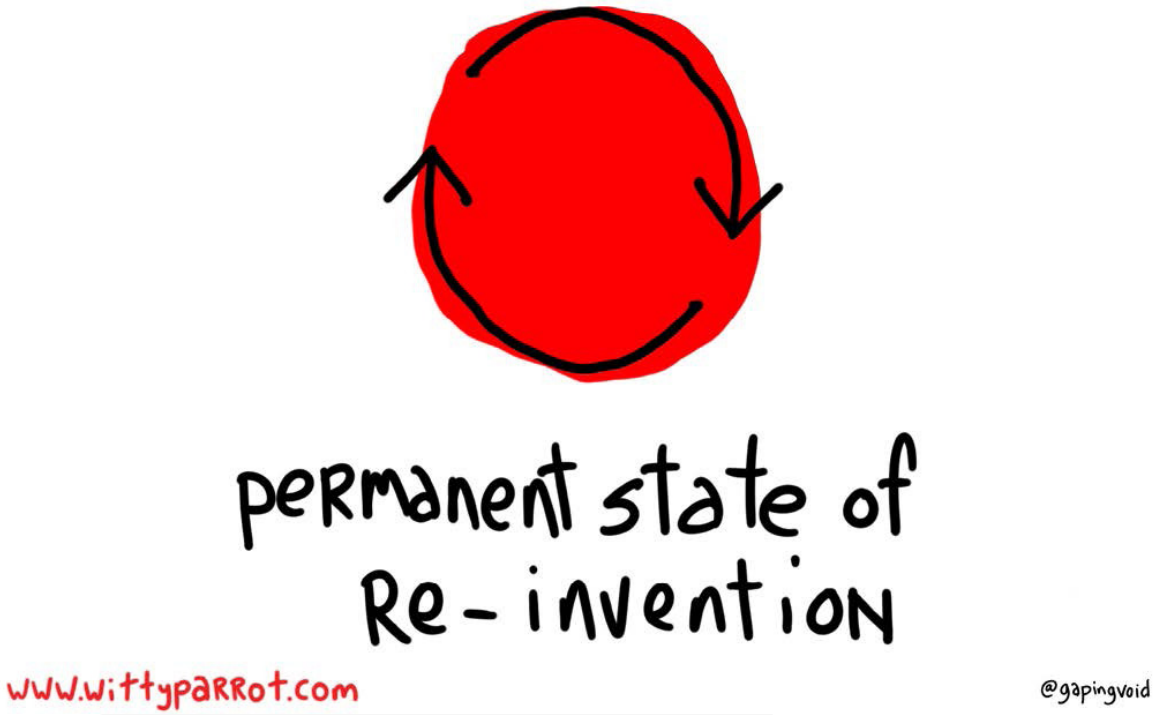
Dave has spent his career developing high performance sales and marketing organizations, with companies including IBM, Tektronix and Keithley Instruments.

As a consultant, Dave is recognized as a thought leader in sales and marketing, new product introductions, and strategic partnering. He has researched, written and spoken extensively on these topics.

He speaks frequently on a wide range of business, sales, leadership, and related topics. He has addressed audiences in more than 40 countries around the globe. He is featured in many leading publications, including Selling Power, CEO Express, ThinkSales, Forbes, the Wall Street Journal, and other journals and publications around the world.

You have to have something relevant to say By David Brock

Note from the Editors: David's tip is all about being prepared. If you don't know something about the prospect you are trying to reach, how can you possibly hope to connect.



Too many sales people set themselves up for failure in prospecting by simply doing the wrong things: Blindly picking up the phone an dialing a number on a list or emailing someone, and pitching your products.

Prospecting is always important. To get great results from prospecting, you have to be disciplined and focused in your efforts.

1. You have to know who you are talking to the individual and their company. Research is key; it gives you insight into the issues they might be concerned about.
2. You have to have something meaningful or relevant to say This means it has to be about them some insights about opportunities

they may be missing things they can do to improve their business, something they can learn and apply in their business. It has to be specific and relevant to them. Too many people try to provide Insight, but make great errors, because it's the "Dear Occupant" type of Insight. It's data or observations that may be interesting, but is not specific and unique to them.

If you want to catch their attention, you have to be specific an unique to them.

3. You have to catch them where they are hanging out. Typically, multichannel approach is important, not relying on just the phone, or an email, but employing both as well as the relevant social channels.

4. Better yet, make them reach out to you. If you can establish yourself as a thought leader in areas in which they have interest, they're very likely to reach out to you. Or in the least when you call them, they will really want to talk to you. I don't know how many times in my own prospecting, I've called an executive, and as soon as I've introduced myself they respond, "I read your blog every day, do you have time to talk to me?"

If you have something relevant and important to the person you are trying to reach, they are much more likely to want to talk than if you've not taken the time or shown them the respect they deserve.

Then finally, set aside time for prospecting every day. It has to be part of every sales person's regular cadence.

"You have to have something relevant to say"
by @davidabrock
Download free eBook here: http://wittyw.it/PTp2PT

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21 Isn't Time to Take Your Lead Generation Activities More Seriously?

By Jonathan Farrington

About Jonathan Farrington:

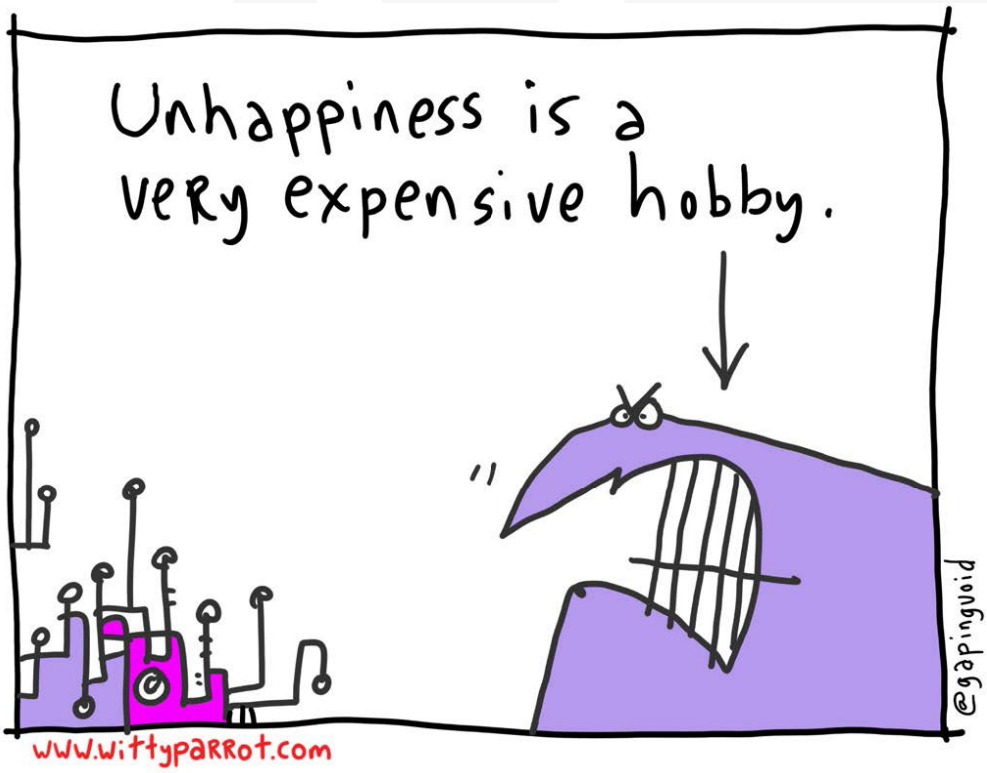
Jonathan Farrington is a globally recognized business coach, mentor, author and sales thought leader. He is the Senior Partner at Jonathan Farrington & Associates, based in London and Paris, and also the CEO of Top Sales World, the premier location for sales and marketing professionals.

www.topsalesworld.com

Isn't Time to Take Your Lead Generation Activities More Seriously?

By Jonathan Farrington

Note from the Editors: If your lead generation method lacks discipline and is not producing the results you need, maybe you need to revisit who you are trying to engage. Jonathan suggests that if you target your ideal customer in your lead generation approach you are more likely to produce ideal prospects than junk leads.



One of the most critical and significant areas of any business is the creation of new opportunities: For many companies, I have noticed, it is the critical focus, often to the detriment of existing customers, but that is another topic, and I do not want to distract you from this article's key message.

My regular observations have led me to conclude that very few organizations have a formal plan, strategy or methodology in place to

manage leads, preferring the "scatter-gun" approach, because all business is good business, isn't it?

Well, actually no, it isn't.

Use of "Pareto Thinking" is highly relevant and important when applied to sales people. For example, 20% of sales people's activities will create 80% of sales achieved, which has enormous consequences on how to optimize and manage lead generation activities.

Generating leads is an important sales activity that plants the seeds of growth for sustainable business development. A lead is purely a name that you could refer to as a SUSPECT because their potential to buy is unknown.

Before you can qualify leads to determine whether they have the money, authority and desire to buy your products/services, you need to generate them!

When deciding upon which lead generation methods work best for you and your organization, it helps to have clarity on the type of customers that you'd like to attract. This means creating an Ideal Customer Profile that can begin to provide direction to your lead generation activities.

For example, the following questions will stimulate your thinking when it comes to developing an Ideal

Customer Profile:

- What size of organization would you prefer to deal with?
- Typically, how many people will they employ?
- What market sector(s) do these organizations operate within?
- Who specifically will be buying your products/services and what are their job titles?
- Where geographically would you like these organizations to be located?
- What does your organization offer that is unique?

- What types of organizations will be attracted by this uniqueness?
- What do your best customers possess that you would like to replicate in others?
- Which of your existing customers were the easiest and quickest to convert?
- What similarities do these customers possess?
- Are there any specific criteria that prospective organizations should have in place, so that your products/services can be optimized?

Having a well-defined profile of your "ideal customer" can prove to be invaluable when determining which methods to use for lead generation, and improves the effectiveness of marketing initiatives.

Suffice to say that adhering to your ideal profile immediately eliminates targets that are unsuitable, so you only focus on winnable / profitable opportunities.

You may also discover that the process for asking for referrals becomes easier and generates a better response, because you are providing the person with a tighter specification of what you are looking for – this concentrates their thinking towards the direction you have defined.

So let's get serious about lead generation, shall we?

"Isn't Time to Take Your Lead Generation Activities More Seriously?" by @TopSalesWorld
Download free eBook here: http://wittyw.it/PTp2PT

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22 Stop Typing, Start Talking: 3 Ways to Succeed in Sales 2.0

By Joanne S. Black

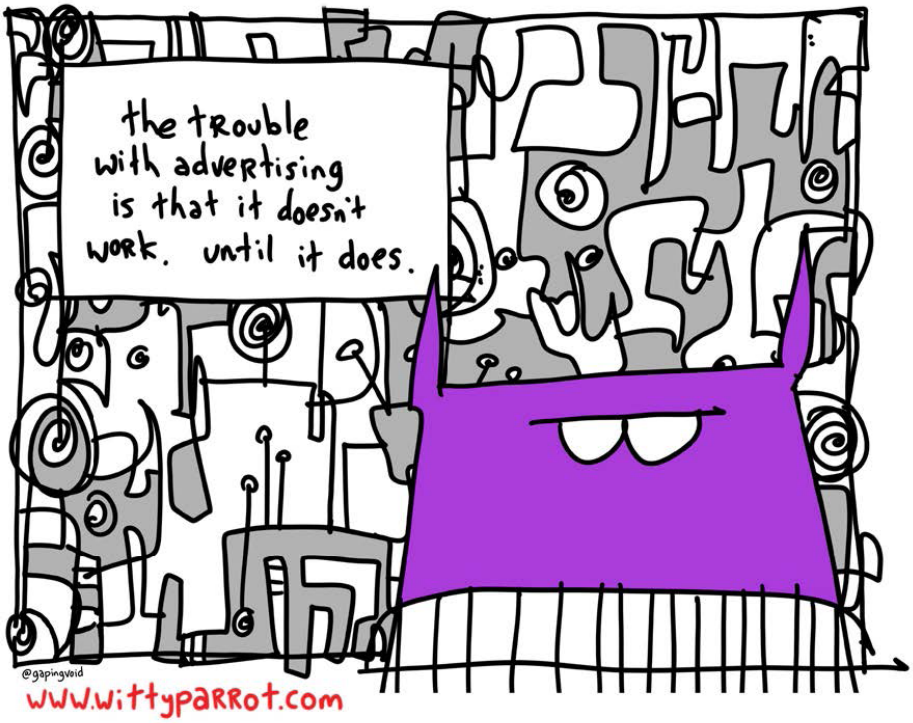
About Joanne S Black:

Joanne Black is America's leading authority on referral selling—the only business-development strategy proven to convert prospects into clients more than 50 percent of the time. She is a member of the National Speakers Association and author of NO MORE COLD CALLING™: The Breakthrough System That Will Leave Your Competition in the Dust and Pick Up the Damn Phone!: How People, Not Technology, Seal the Deal.

To learn more, visit:
www.NoMoreColdCalling.com

Stop Typing, Start Talking: 3 Ways to Succeed in Sales 2.0 By Joanne S. Black

Note from the Editors: We in the B2B sales business love to learn new technology tools and techniques because it helps us get more done in less time. The essence of Joanne's article is that it's you as a human that matters and no amount of technology or technique will replace it in selling.



Stop Typing, Start Talking: 3 Ways to Succeed in Sales 2.0 Technology helps salespeople do many things more efficiently, but to seal the deal, we must put away our toys and have a grown-up conversation. By Joanne S. Black

The digital world opens up many new opportunities for salespeople, but it also threatens personal connections. Even with whisper-light computing power and immediate, 140-character Twitter posts, people still buy from people, not from technology.

Email, CRM, social networking, marketing automation, and other technological developments certainly have their place in business

today. But technology will never replace the power of an in-person connection.

The most valuable tool in your sales toolbox is still you!

Experts have been quick to tell us that technology changes everything—that Sales 2.0 is an entirely new way of working. And I was one of the first to scream: "No, no, no!"

Technology has certainly changed how we gather information about prospects. It's also changed how they gather information about our companies and what they expect from salespeople. And let's face it: If you're not active on social media, you're about five steps behind.

However, our smartest, tried-and-true business development, lead generation, deal-closing tool is and has always been ourselves. And that's not going to change anytime soon—if ever.

So what does it take for salespeople to succeed in today's technology driven world?

1. Know What Buyer 2.0 Needs From You. Buyer 2.0 is very good at homework. Before making contact with us, our customers have checked us out, compared pricing, read an eBook or two, listened to a webinar, and/or viewed a demo. They've also researched what people are saying about us and our competition. Technology has certainly changed the dynamic of our client relationships. But information isn't knowledge. Knowledge comes with wisdom, experience, and a clear vision of the big picture—which is exactly what great salespeople have to offer.
2. Put the "Social" Back in Social Media Social selling enables us to more effectively gather information, conduct research, and identify connections. And it definitely impacts the early stages of our sales processes, enabling us to quickly assess a buyer's qualifications and spend less time on unproductive prospecting. However, it has not changed the way we talk to prospects, how buyers relate to

us, or why they choose us over our competition. Top salespeople understand that selling requires building strong relationships with clients—relationships based on mutual respect and trust. And with few exceptions, this cannot be done online.

3. Never Underestimate the Value of Relationships. What's the best way to reach, communicate with, develop, and sell to your key audience? If you think back over your most successful business deals, I bet face-to-face, person-to-person, high-touch communication — a phone call, a video conference, or (best of all) an in-person meeting — has accelerated your sales process time and time again.

What will give you an edge is a well-connected, well-nurtured network of people who are ready and willing to refer you. It's our job to make connections that matter. And those connections are cemented with phone calls or in-person meetings, not with status updates.

That's right — it's still people, not technology, that seal the deal.

Yes, it's important to have an online presence. Leverage social media and explore the plethora of technology tools available to make your sales process more efficient. But don't fool yourself into thinking these give you a predictable, guaranteed edge, because your competitors are using the same tools.

Recognize when it's time to log off the computer and pick up the phone. At the end of the day, it's not social intelligence we need. Relationship intelligence seals the deal. So the next time you connect with a prospect really connect.

Pick up the damn phone and have a real conversation.

"Stop Typing, Start Talking: 3 Ways to Succeed in Sales 2.0" by @ReferralSales
Download free eBook here: http://wittyw.it/PTp2PT

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23 How to scale 1:1 Relationships

By Rajesh Setty

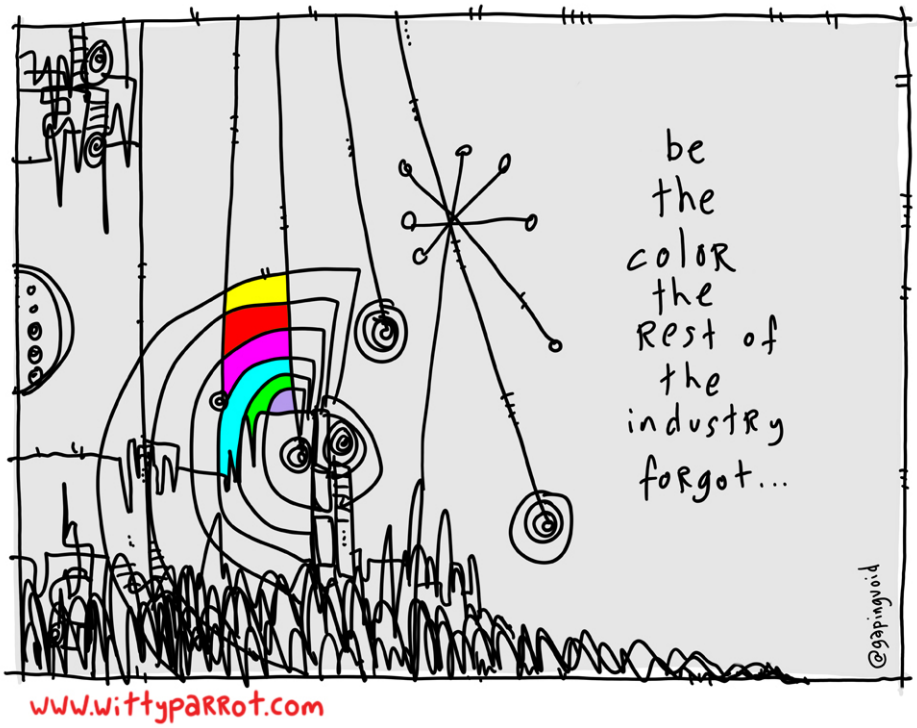
About Rajesh Setty:

Rajesh Setty is a serial entrepreneur and business alchemist based in Silicon Valley. Raj is one of the co-founders and serves as the President of WittyParrot. Raj has also written and published 14 books with his first book published at the age of thirteen. You can follow him on his blog www.rajeshsetty.com/blog, on Facebook www.facebook.com/rajesh301 or on Twitter www.twitter.com/rajsetty

How to scale 1:1 Relationships

By Rajesh Setty

Note from the Editors: Rajesh's article is poignant and compelling in our socially connected World where connection requests often lack sincerity and are usually followed by an immediate "get". If you flip the "get" to a "give" and pay-it-forward in all of your social connections and proactively make meaningful connections between your connections you will enhance your circle of influence and truly create value for your network.



When the stakes are low for what you are pursuing, you might be able to get a lot of help from your broad based connections such as those in the social media. The moment stakes are high, the rules change and you have to reach out to your strong 1-1 relationships.

Please read: 7 Unwritten Rules of Social Media

Michael Simmons talks about the perils of Bystander Effect that affects those that do it wrong in this wonderful article "How Gary Vaynerchuk Scales the Unscalable"

The bystander effect, or bystander apathy, is a social psychological

phenomenon that refers to cases in which individuals do not offer any means of help to a victim when other people are present. The probability of help is inversely related to the number of bystanders. In other words, the greater the number of bystanders, the less likely it is that any one of them will help. Several variables help to explain why the bystander effect occurs. More about bystander effect here

Simmons explains that when you are including a bunch of people in bcc and expect that ONE of them will rise up to the occasion, the exact opposite happens. Why? Everyone is thinking that someone else will respond so they don't have to do anything.

The point is - you and I already know the power of 1-1 relationships. But if you are like most people you think that it's pretty much impossible to scale 1-1 relationships.

It is logical to think that way because the notion of 1-1 relationships implies that things have to be executed sequentially and the moment anything is sequential, you lose leverage.

At least that's what you might be feeling.

My goal is to prove to you by the end of the article that you can execute a few things in a parallel AND personal way. If you can do that, you have laid the foundation to scale 1-1 relationships.

Let's get started.

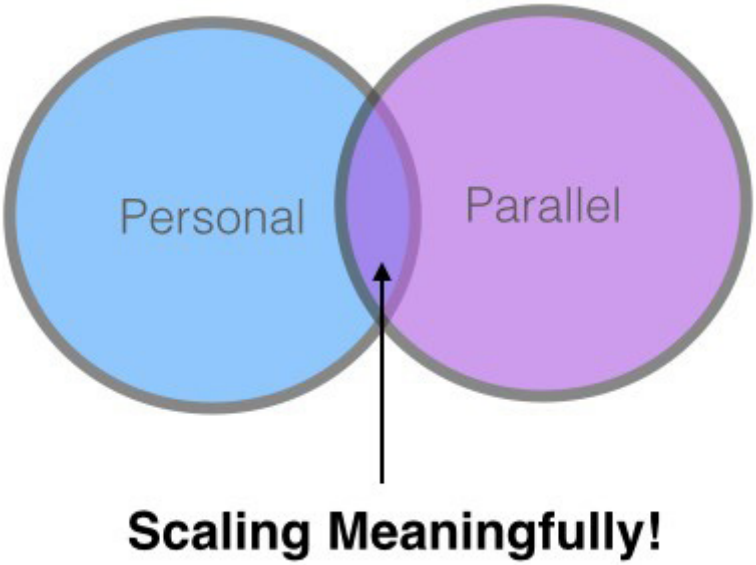
1. Parallel Need not Mean "Not Personal"

This is a mindset shift and you have to trust me at this point (at least until you read the rest of the article). If you have never done things in a parallel AND personal way, it is OK to be skeptical and all I am asking you is to be open to that possibility.

If you don't shift the mindset, time will become your ultimate enemy because there are only 24 hours in a day and do whatever you want,

you can't change that. The moment you make this shift, you will **start** viewing "time" differently. You will start extracting a lot more out of your time.

Remember this classic quote from Jim Rohn - **"every disciplined effort has multiple rewards."**



2. Practice Instant Immersion

When you have limited time on your hand, the magic is in making every minute count. This may sound like a cliche, but you have to go back to the basics and learn to immerse yourself in the PRESENT when you are in ANY situation. Yogis might be able to do it with a snap of their fingers but it's not something impossible when you put your mind to it.

Please read: The Instant Immersion Advantage

Rather than having a series of mediocre meetings, aim to have a few meetings that become masterpieces in the lives of others who were involved in those meetings.

If you make every interaction count, your contribution to the world around you will amplify. You can be rest assured that the world around you will reciprocate in a big way.

3. Capitalize on Adjacent Networks Around Your Passions

Very few people have their work designed so well that they are living and working on things that they are passionate about ALL THE TIME. if you are one of them, congratulations. You are a winner in more ways than one. Even otherwise, there is a way to capitalize on adjacent networks surrounding your passions.

For me, I am passionate about a number of things - writing fiction, teaching courses for entrepreneurs, researching on what makes smart people get stuck (and how they can get unstuck), volunteering at a couple of voluntary organizations, blogging, writing mini sagas, accelerated learning, philosophy (Linguistic, Stoic and Vedanta), creative marketing, bringing ideas to life via bootstrapping and more. In short, my bar to get excited about anything meaningful is very low. I have adjacent networks with strong connections in almost all the areas of passion. You can only imagine the number of overlaps that can happen with what others consider as work. It has worked wonders for me over the years. I rarely do any kind of business development in these adjacent networks. But, if it happens automatically, I am always open.

In her awesome book "Good in a Room", author Stephanie Palmer explains a practice by her friend and you will see how her friend has scaled 1-1 relationships seamlessly

"I have a friend who is a successful insurance agent and loves classical music. All he does to market himself is the following: Once a month he hires a string quartet to play a concert in the house, followed by coffee and dessert. He invites his friends and tells them that they are welcome to bring along another couple who would enjoy the concert. He never talks business at these events, and many of the same people come every month. From a traditional marketing perspective, he's not doing very well. He doesn't see a lot of different people. He doesn't talk business. However, he has common ground with everyone there and it's easy to build rapport quickly with new people. After each event, he gets several new referrals."

4.The Ultimate Differentiator is Your Level of Caring

Spending time with someone is definitely important, but "genuinely caring for what they care about" easily trumps "spending your time with them."

You can remember someone's birthday and/or their marriage anniversary and send them a card. It's good and you will be one of the many. It's a good start, but the right thing to do is to genuinely care for what they care about. Be someone that is a **positive possibility in the future they are creating for themselves.**

This means that your focus has to shift to listen and understand where they are going in their life and design part of your own life to be of "of use" to them as they pursue their quest.

As you understand the hopes and dreams of people in your close network, a few themes will emerge. Some people may want to start their own company, some others may want to write a book, some more way want to travel the world helping worthy non-profits and so on. Once you identify themes, any capacity you build to help anyone on a particular theme can easily be cross-leveraged to help others operating under the same theme.

5. Use the Right Tools Right

No, there is nothing wrong with the title of the section. You have to learn to use the right tools AND you have to learn to use them right. In the article, "7 More Unwritten Rules of Social Media" I explain that you need to pay a price to win the prize. Just because the cost of entry is low to get into social media, it does not mean that there is no cost to meaningfully contribute.

I introduce a lot of people every year. To be specific, I make anywhere between 400-600 new introductions every year. So, for me to scale, what is involved in making the right introductions have to be streamlined. I have created wits (a wit is a reusable content block) for more than 400

people in my own WittyParrot account. So, when I have to introduce two people, it will take me less than a minute. All I have to do is to drag and drop two wits (one for each person) and add some context to the introduction to show why this is a win-win for both and I am done.

You can see here how I am saving 10 hours or more per week by using WittyParrot.

I am sure you use a number of tools. Without even talking to you, I can make a claim that with some more thinking and design, you can easily extract a lot more juice from the tools that you are already using.

6. Teach Them how to Fish

I first read this probably fifteen years ago in Stephen Covey's book "Principle-Centered Leadership" - "Give a man a fish and you feed him for a day. Teach a man how to fish and you feed him for a lifetime."

If you are not teaching, it is high time that you learn and actually love to teach. It is important that you don't teach to impress; but to help someone "enhance their capacity to contribute." Your audience should not leave thinking that "you are smart" but with a feeling that "they have new possibilities to contribute in a meaningfully."

Teaching well provides you a foundation to re-purpose your content for further amplification. You can blog parts of your content, create a video and distribute the same, create a presentation and distribute via Slideshare, make a podcast by extracting audio from the same and so on.

Teach really well and allow the nature's most powerful force - the power of reciprocation to take over the next order of business. If you do this right, you will also create such an impression that others would take part of the cost associated with maintaining the 1-1 relationship and they will do it with care and respect.

7. Put Your Deal to the "10-Year Litmus Test"

You and I are always making deals. For the rest of your life if you can get their agenda over your agenda, automatically two things happen:

a. You can get the deal done faster than normal
b. They and their friends would want to make more deals with you now and in the future.

The "perceived loss" because you have a smaller win is easily compensated with the increased speed and the ease of making deals. This is another way to boost your leverage in a significant way.

The "10-Year Litmus Test" for deal goes like this.Take any deal. Fast forward your life 10 years from now. Reflect on the deal that you made ten years ago. Do you still feel that it was more than fair for the other person involved in the deal? If yes, then you have passed the "10-Year Litmus Test" for deals

"How to Scale 1:1 Relationships" by @RajSetty
Download free eBook here: http://wittyw.it/PTp2PT

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Previously Published eBooks:

Building Highly Responsive Teams eBook

Being Responsive is not a LUXURY anymore, it is REQUIRED if you want to survive and thrive. Learn how WittyParrot in combination with inbound marketing methods facilitates the building of a responsive sales force.

WittyParrot is a new technology platform that can be applied to achieve five of the top seven sales initiatives for 2014 combined. It saves sales, marketing and channel sales reps time and improves effectiveness of the sales enablement process.

To learn more about why responsiveness matters and how WittyParrot can help in Building Highly Responsive Teams; download this free eBook today.

Sales and Marketing Messaging Alignment with WittyParrot eBook

Being responsive is definitely a MUST, but equally important is to maintain consistency and control over your interactions. Speed combined with consistency can be the differentiating factor. WittyParrot is a disruptive content distribution platform

with a potential to change the way marketing and sales people work, manage information and interact with client.

If you are interested in learning more about Sales and Marketing Messaging Alignment using WittyParrot methodology, download this free eBook right away.

Sales Productivity Tips from the Experts eBook

Sales productivity is an evergreen topic. A productive salesperson keeps the entire sales team moving forward.

Sales productivity impacts all levels of a company. We asked 25 experts in January 2014 to share their insights on this topic and this book is a collection of those 25 tips; all of which are current, relevant and actionable.

Why WittyParrot?

Let's see.

You want your sales team to be responsive.

You want them to be consistent.

You want them to provide your customers and prospects the RIGHT information RIGHT NOW.

You want to know what's hot or what's not among your products and services based on the ongoing conversations

You want your distributors and resellers to have the same information as your salespeople.

You want changes to sales collateral and information to be current ALL THE TIME.

WittyParrot gives you ALL THE ABOVE and more.

Learn more at : www.wittyparrot.com

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