

Spark Selling[®] Workshop

Session 2

**Scalable techniques
to provoke response**

Session #1

Spark selling[®] method:

Success principles

Session #2

Scaleable techniques to provoke
response

Session #3

Effective message sequences,
cadence & adapting over time

BONUS:

Targeting prospects on LinkedIn
FAST

Attracting customers to the idea of talking to you about their nagging fear, exciting goal or ambition.

Once in conversation, help customers discover, on their own, what they want, when & why.

Customers value...

MORE what **they** ask for.

LESS what **you** freely offer.



SUBJECT: Lowering OSHA recordables by 80%?

Hi, [first name]...

Are you doing everything possible to keep soft tissue injuries at a minimum? Just wondering if you are open to an unusual but effective approach to lowering work comp expenses.

What are you doing currently—to address sprains, strains and repetitive stress conditions before they become costly?

Thanks for considering.

How can I get customers to ask
for help?

How can I help buyers figure
things out on their own?

Attract buyers to the *idea*
of talking to you
(for their own reasons)

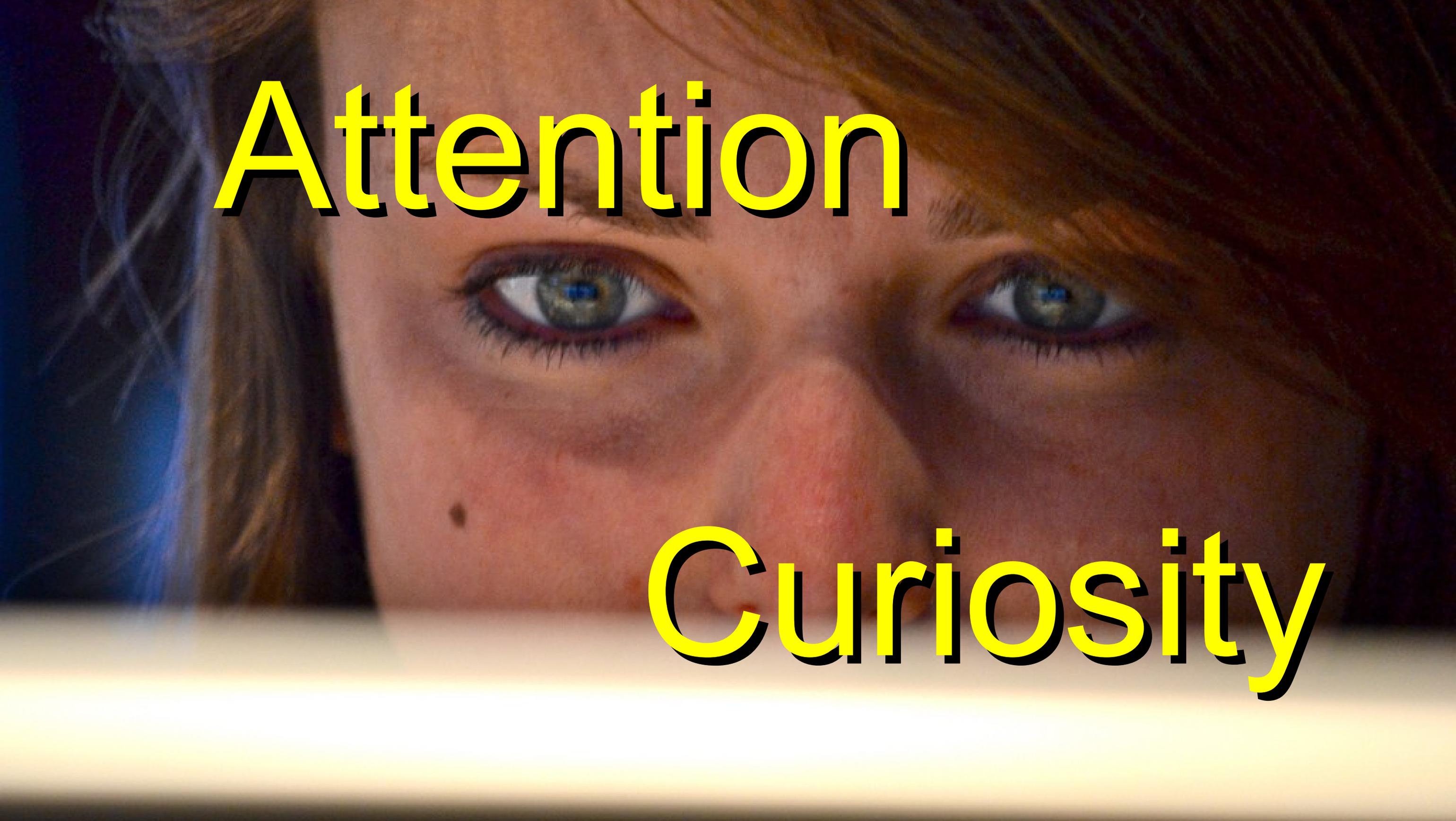
**Clients sign-on for
their own reasons
(not ours)**

**Help them discover
these reasons**



**Sharon Drew
Morgen**
Buying Facilitation®

**Where should I
start?**

A close-up photograph of a woman's face, focusing on her eyes and nose. She has light-colored eyes and a mole on her left cheek. The image is overlaid with a glowing horizontal bar at the bottom. Two words are written in large, bold, yellow font with black outlines: "Attention" is positioned in the upper left, and "Curiosity" is positioned in the lower right.

Attention

Curiosity

SUBJECT: aware of this?

Spark curiosity

3-4 words
not too specific

Hi John.

Introduction

Grab attention

force introspection?
warn, missing piece?
prove your homework

Meat

Curiosity

case study / story
teases, incomplete
credibility

Closer

Provoke response

give them control
call-to-action (you decide)
use name again

Sig & contact

AVOID

- Asking a yes/no question (that can be easily answered)
- Being too specific
(revealing too much about what's inside the message)
- Being too vague (strange is good but avoid anything confusing)
- Tricking the reader into opening
- Anything that sounds like what your competitors are using in their solicitations
- Asking for meetings or time
- Sounding like a newsletter / article title

DO MAKE SURE TO BE

- Relevant to a pain, fear/uncertainty or goal ... but NOT too specific about it (it's a balance)
- Specific yet also vague ... there should be **tension** in it (if it feels a little strange, try it)
- Provocative ... a little bit weird ... yet credible
- As short as possible (2-4 words is best)



HOTEL DU VIN
CHARDONNAY
2018

MEANTIME
BREWING COMPANY

Earn attention
Spark curiosity
Provoke response

Connect to what you sell

SUBJECT: aware of this?

Spark curiosity

3-4 words
not too specific

Hi John.

Introduction

Grab attention

force introspection?
warn, missing piece?
prove your homework

Meat

Curiosity

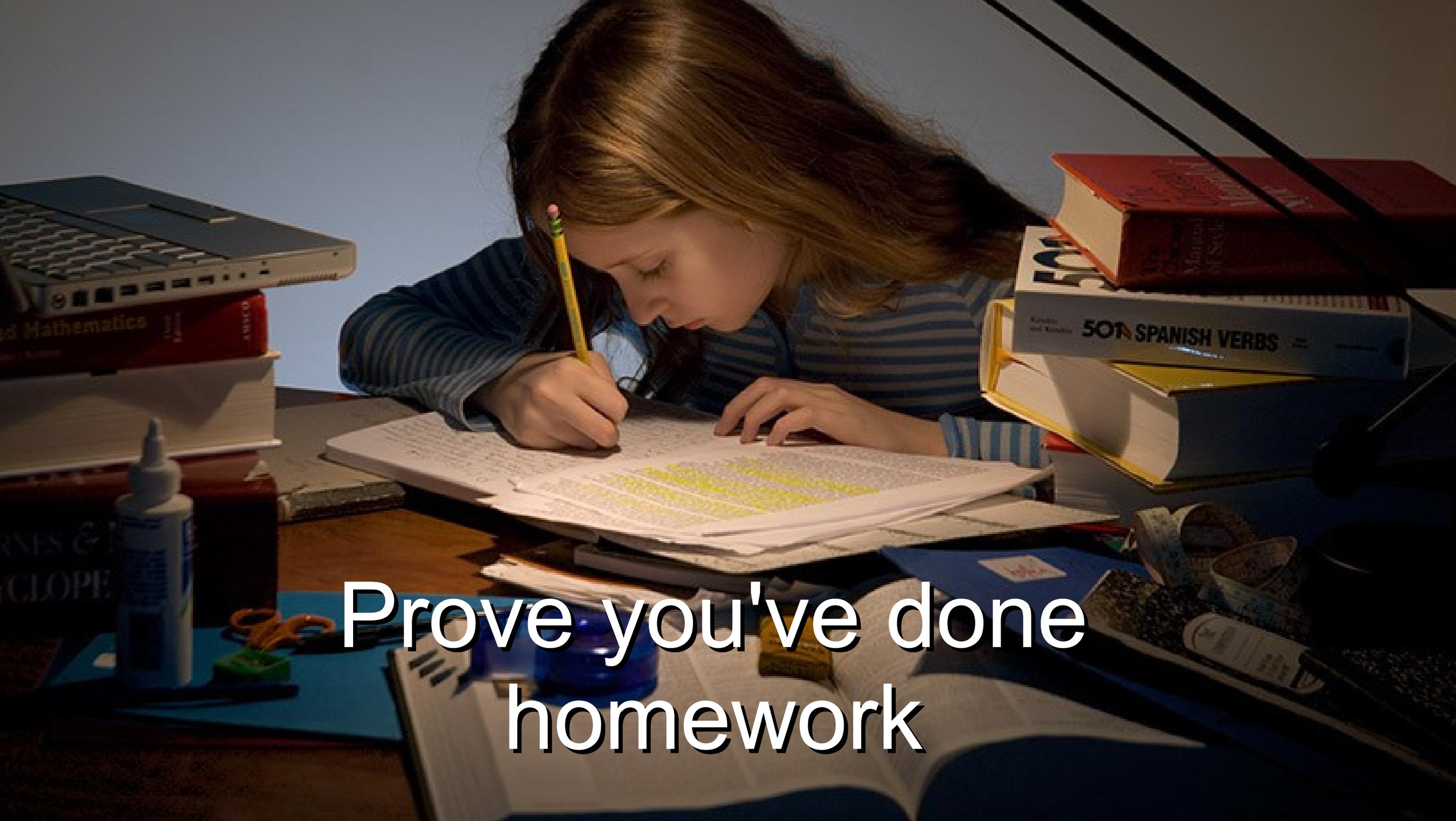
case study / story
teases, incomplete
credibility

Closer

Provoke response

give them control
call-to-action (you decide)
use name again

Sig & contact



Prove you've done
homework



**The conversation
already going on
in their minds?**

**(can you use it &
serve them too?)**

Glen Scotzin

Apex Data Communications

Selling:

TODAY: CenturyLink voice, internet and hosting solutions to mid and enterprise sized businesses.

SOON:

Our own business phone system.

Solves pain of the two existing models for phone systems today.

(Hosted or Premise /Traditional)

Unseen risk:

Most business grossly under-estimate how much business they are leaking in lost customers. Do you know what areas leaking in and the annual cost?

Background:

- a. A Forbes magazine study says up to 80% of customers won't leave a voicemail for a business. That leads to lost business.

- b. A British Telecom study says that an average 100 employee company lost about \$331k per year due to missed calls.

Can't avoid this trend:

- 1. According to Forbes 87% of employees will more likely love their job if they have the ability to telecommute. But only 20% of business to fully support this. Do you know what you might be overlooking?**
- 2. Business with this one special capability will save between 30 to 40% on real estate.**

Subject: Something to consider?

Subject (alt): Are you aware?

I'm noticing that about half the calls we made to your business are going to voicemail. Did you know that up to 80% of customers won't leave a message? Have you considered how much business you might losing as a result?

Are you doing everything possible to avoid leaking business as a result?

Are you open to hearing about an unusual (but effective) way to solve this problem?

Thanks for considering,

Touch 1

Subject: network vulnerability OR vulnerable?

Hey Bob,

How are you keeping up with changes to devices people plug into your office network? Noticed your investment in _____ and concerned you may be vulnerable.

How are you documenting changes to devices being plugged in? Lack of documentation could result in _____ [something frightening/unwanted].

[sig line]

Touch 1

Subject: are you on this? OR quick question?

Hey Bob,

How are you keeping up with changes to devices people plug into your office network?

[sig line]



What can you
warn them
about?

**The
status
quo
prospect**



Not acting on today's
tranquility is worse than
acting on _____.

Give customers the answers they want.
Then, LEAD them to questions they
haven't yet asked (but should).

But what if they didn't ask you?



Sergio Macías

Bus. Development
Leader



jda.
Plan to deliver™

Carlos, Quick question?

Hola Carlos,

I found your responsibilities in <Company> very interesting and challenging and I thought this could be interesting for you.

Which question is more important for you to answer in your Category Management area? I share with you some questions we've been hearing from some of our clients in the retail industry:

How can I take into account space available at the store to generate planograms in an automatic way?

How do I get sure to define a personalized product assortment for each store to maximize profit in each of them?

How do I guarantee the right inventory levels at the store to reduce Out of Stock and liberate working capital?

If the answer of any of these question is relevant to your area, I'll be glad to share more information via e-mail so that you can evaluate if a further discussion makes sense. Which one is the most important for you?

I appreciate your time and wait for your decision.

Regards,
Sergio Macías

Carlos, your quick opinion?

Hola Carlos,

I'm researching opinions and challenges category managers face. Several people in retailing are identifying surprising trends.

May I ask a favor?

What frustrates or challenges you the most when trying to reduce costs, increase turn—all while growing rapidly? Which question is more important to answer:

- How can I generate better planograms, faster?
- How can I be sure to have the most profitable product assortment in each store?
- How can I reduce Out of Stock and free-up working capital?

As a courtesy I'll make sure you get the results of my research.
Which one is the most important for you?

I appreciate your time and wait for your decision.

Regards,
Sergio Macías

**Help customers start talking
about themselves**

Re-approaching
(past contacts)

Subject: Your Process Improvement

Ken,

We met in conjunction with the Keystar program while I was with Kaman Industrial Technologies. They received an award based on my energy efficiency work.

Are you adding any specialized tools to your process improvement programs now, or in the future? Leaders in Oil & Gas, Pulp/Paper, Mining and Chemical are adding process modeling software to reduce delay & drift in the process.

Are you open to a brief exchange via email to see if a larger discussion makes sense?

Let me know what you decide Ken.

Thanks for considering,
Ted

- Facilitated the Corporate CSR program at the divisional and facility level to help realize a 19.1% reduction in energy intensity, 9.1% reduction in water intensity, 19.4% reduction in Greenhouse gas intensity and 40.8% reduction in waste to landfill since 2008



- Built a cohesive multi-location divisional CSR organization that has collaboratively shared best practices enabling the division to collectively realize 3- and 5- year stretch goals
- Conceived of and collaboratively developed enterprise energy management program which is projected to deliver \$4.65 million in 5-year compounded energy savings to 1 facility

Subject: open to this? OR remember me, Ken?

Hi, Ken,

I see one of your facilities is going to deliver \$4.5M+ in 5-year compounded energy savings. Well done.

We met in conjunction with the Keystar program. I was with Kaman Industrial Technologies. They received an award based on my energy efficiency work.

I have an idea that could give your team the ability to _____ [specific better outcomes] faster.

Are you open to unorthodox ways to reduce/improve _____ [delay & drift]? This involves process modeling software.

Let me know what you decide, Ken?

Thanks for considering,
Ted

Subject: open to this? OR remember me, Ken?

Hi, Ken,

I see one of your facilities is going to deliver \$4.5M+ in 5-year compounded energy savings. Well done.

We met in conjunction with the Keystar program. I was with Kaman Industrial Technologies. They received an award based on my energy efficiency work.

Are you open to unorthodox ways to reduce/improve _____ [delay & drift]?

For example _____ [client] was able to _____ [kind of process improvement] by _____ [qualitative measure]—without giving up _____ [something they would assume must be sacrificed].

Let me know if how _____ [client] did this is of interest, Ken?

Thanks for considering,
Ted

Homework examples

David Lee

COLO•D INC.

A major neutral colocation centre.

Selling:

Critical infrastructure for prestigious national and international clients who need cutting-edge Data centres.



What's on their minds...

Big technology and cloud players are setting up in Quebec - should we be looking at Quebec/Canada?

The data security due to the US Patriot Act: political climate is both a real and perceived threat (could hurt our business and customers' businesses?)

Our business is growing exponentially -- may make sense to leverage a multi-tenant data center providers infrastructure (to avoid upfront costs and investments that won't have an ROI for at least 15 years!)

Customers and partners (and our commitment already)... we must be environmentally responsible as possible.

Is my team doing everything to optimize operations and lower data center costs?



What can you
warn them
about?

Hi, Jacques.

Noticing on your blog that in April 2010, CompanyX's COO, Mark Smith promoted you to lead the company's Global Data Center Infrastructure team. Are you doing everything possible to truly understand the options a Canadian and Quebec based infrastructure solution brings?

I honestly don't know your situation. Unlike the largest cloud environments "Leaders - Google, AWS, SoftLayer" most of the top US cloud players are sabotaging themselves. They're overlooking Quebec (Canada) and are missing a puzzle piece that makes all the difference in achieving success.

Are you open to a Canuck based approach (but effective) approach to your Eastern Seaboard Infrastructure needs to achieve infrastructure that is highly connected, safe, environmentally clean, with an extremely low cost base that is sustainable and scalable?

Let me know what you decide, Jacques?

David Lee

Director of Business Development

COLO•D INC.

Hi, Jacques.

Noticing on your blog that CompanyX's COO, Mark Smith promoted you to lead the company's Global Data Center Infrastructure team in April 2010. Are you doing everything possible to understand the options a Canadian infrastructure solution brings?

I honestly don't know your situation. Other than big cloud leaders—Google, AWS, SoftLayer—many organizations are sabotaging themselves by overlooking Quebec (Canada).

They're missing a puzzle-piece that makes all the difference in _____. [more descriptive than 'achieving success']

Are you open to an unorthodox, Canuck-based approach to your Eastern Seaboard Infrastructure needs?

Let me know what you decide, Jacques?

David Lee

Director of Business Development

COLO•D INC.

Hi, Jacques.

Noticing on your blog that CompanyX's COO, Mark Smith promoted you to lead the company's Global Data Center Infrastructure team in April 2010. Are you doing everything possible to exploit benefits of a Canadian infrastructure solution?

I know this may come at a busy time. But cloud leaders—Google, AWS, SoftLayer—are **mitigating risk** by turning to Quebec.

Are you open to a Canuck-based approach to your Eastern Seaboard Infrastructure needs?

Let me know what you decide, Jacques?

David Lee

Director of Business Development

COLO•D INC.

Greg Matthews

Efleets (an Enterprise company)

Subject: Are you addressing this?

Joe,
What are you doing to address the rise in maintenance costs in your older vehicles?

I have an idea that could reduce downtime/headaches associated with maintenance expenses & repairs.

It involves using a different approach to fleet management—one that gives your team clearer visibility into hidden/unseen expenses.

Are you open to a brief exchange via email to see if a larger discussion makes sense?

Let me know what you decide Joe?

Subject: Lowest TCO ?-- You Decide

Jim,
Are you certain that your fleet of vehicles is operating at its lowest total cost of ownership?

We work with our clients to help them manage their fleet more efficiently, and many organizations throughout the DC Metro area have benefited from our partnership. (Katchmark Construction, My Plumber, Parrish Service, The Donohoe Companies, Foulger Pratt, Mona Electric, John J. Kirlin Mechanical, Facchina Construction)

If not, lets engage in a brief conversation to see if it warrants a longer one.

Are you available next Wednesday Dec 7th at 2pm to discuss?

Subject: which hurts more?

Hi, Jim.

Are you doing everything possible to secure your fleet against abuse from employees?

Like

- using your vehicle for personal use
- speeding
- slamming on the brakes

Or maybe they use your vehicle to work for others on weekends.

These abuses may be reducing the life of your vehicle—increasing total cost of ownership.

Most _____ [industry type] companies aren't doing anything about these flagrant abuses.

Are you open to an unusual (but effective) approach to prevent these kinds of vehicle abuses? Let me know what you decide, Jim?

Attention / engagement

Get to the point IMMEDIATELY

Make it *exclusively* about THEM

Say something NEW and USEFUL

Attract: Don't say too much, too fast

Satisfy temporarily.

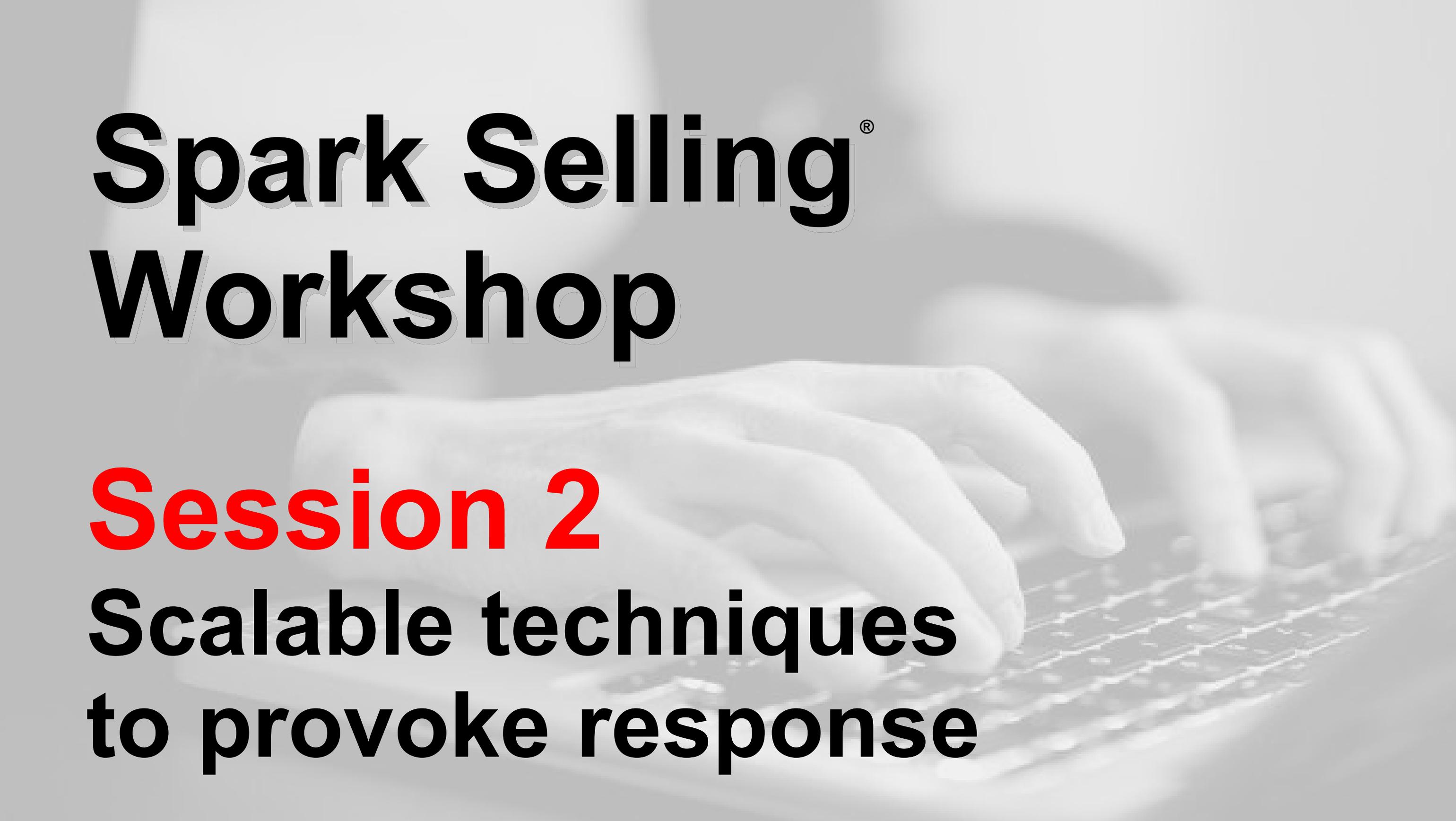
**Each message makes them
hungry for more details.**

how & when

you speak matters

more than what

you say



Spark Selling[®] Workshop

Session 2

**Scalable techniques
to provoke response**