

Spark Selling[®] Workshop

Session 1

**The Spark Selling method:
Success principles**



What's in it for you

- 1) **More response** from prospects, faster
 - Attention
 - Engagement (curiosity)
 - *Response*
- 2) A way to **scale your time**: An effective, repeatable process for ANY digital platform + your call scripts
- 3) A means to help prospects self-qualify using sequences of messages







Where we are going

TODAY

Spark selling method:
Success principles

SESSION #2

Scaleable techniques to
provoke response

Where we are going

Session #3

Effective message sequences,
cadence & adapting over time

SESSION #4

BONUS:

Targeting prospects on
LinkedIn—FAST

Your Course Materials

SESSION 1

SESSION 2

SESSION 3

SESSION 4

SEARCH LINKEDIN FASTER

LinkedIn[®] Prospecting Master Class

Session 1

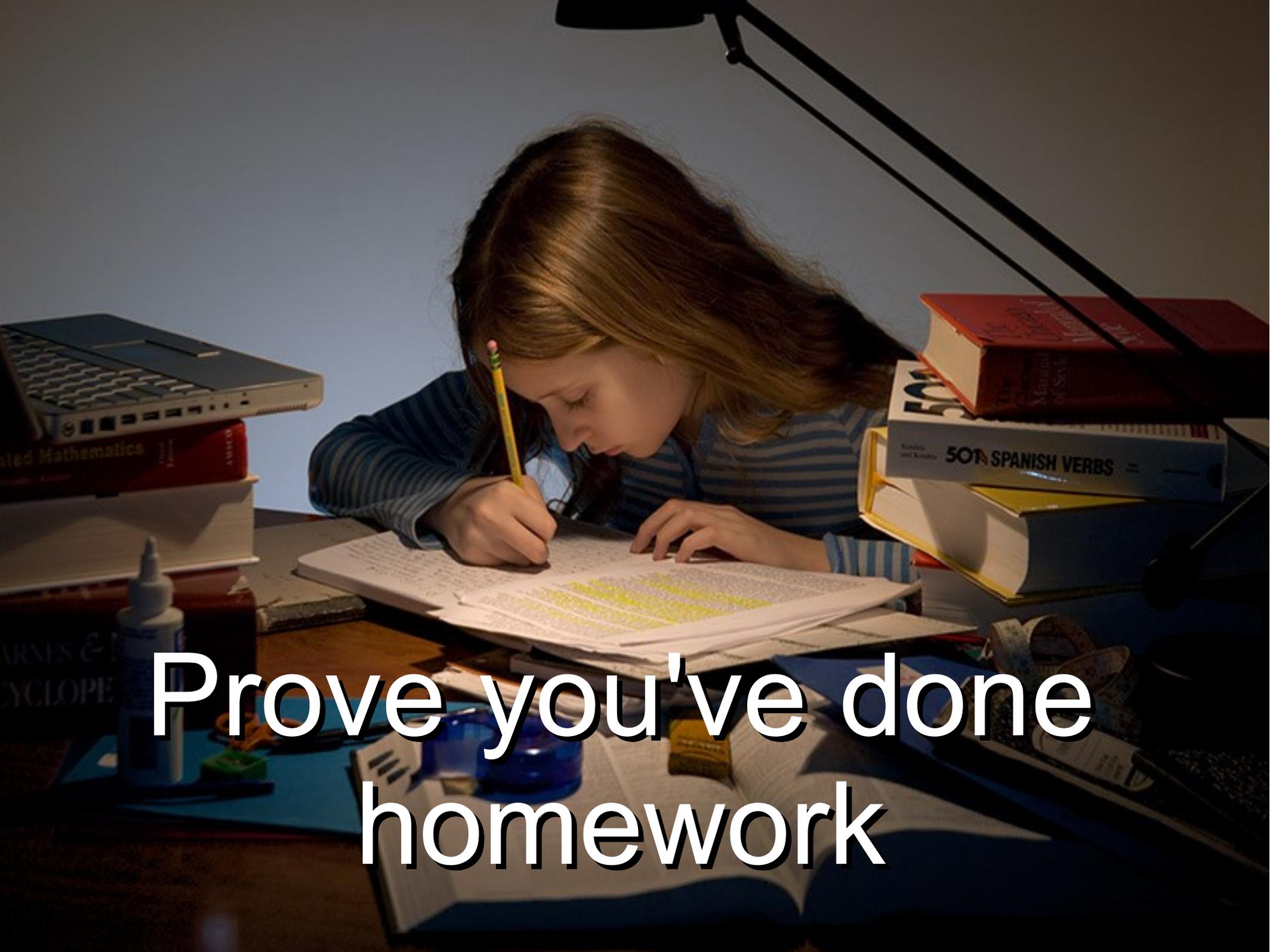
Success principles & “fitting”
LinkedIn into your process



Learning Outcomes:

You'll leave this session having a firm grip on the founding principles used throughout the remaining sessions & coaching. These principles will be used to structure your initial "first touch" email, InMail or direct messages in Groups so they create better response. You can apply them on your profile too.. to create more inquiries and connection requests. This session will also begin to help you approach the task of sequencing messages in ways that create more response AND get potential buyers to ask you the questions you have answers to.





Prove you've done
homework

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.

How can I get customers to ask
for help?

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

**ONE SIZE
FITS ALL**

Who is emailing me (is this spam)?
What do they want?
How long will this take?



Brief

Blunt

Basic

Response

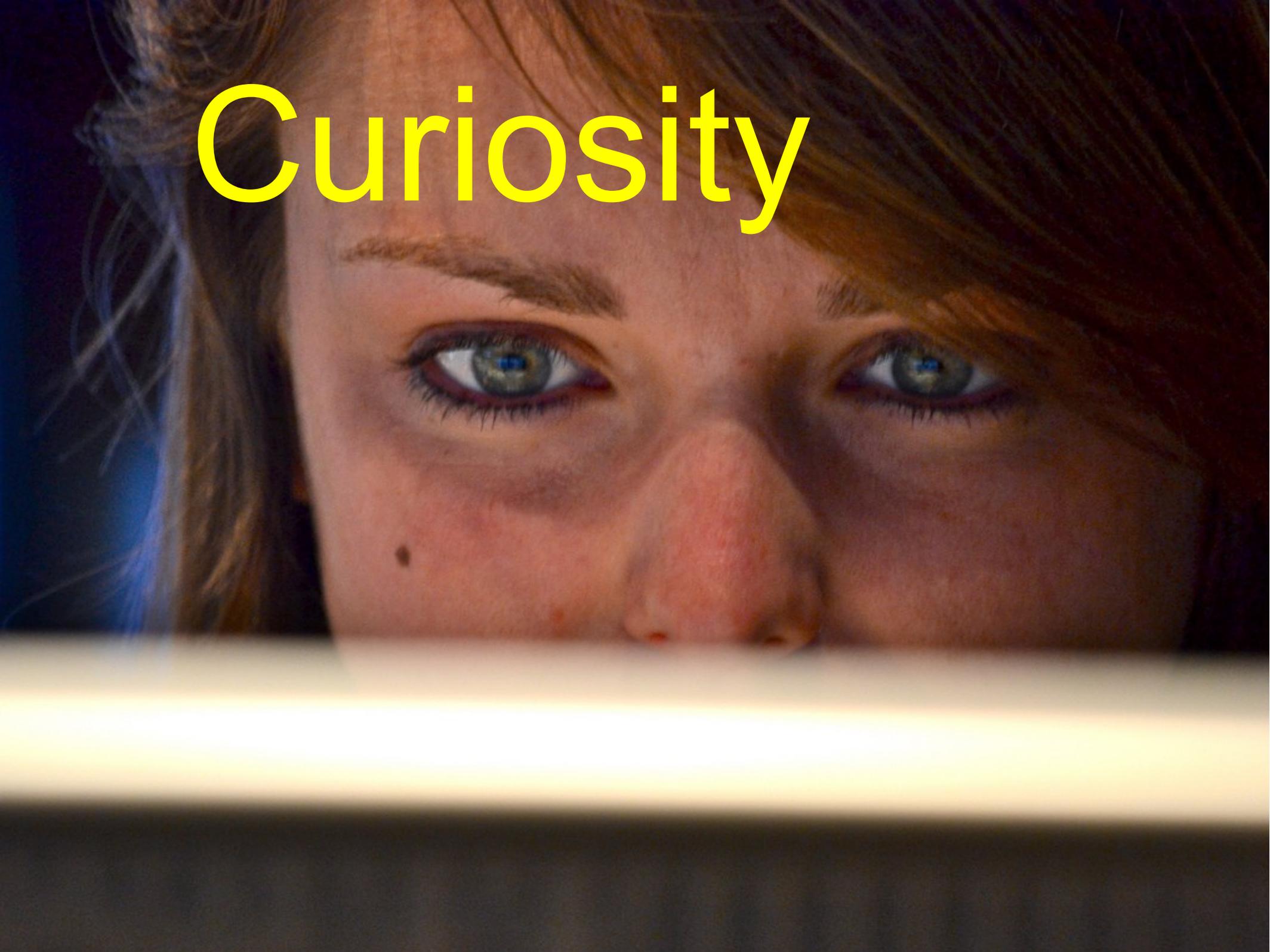
PLUS ...



DELTA

Delta

Curiosity



Curiosity



Attract buyers to
the *idea* of
talking to you

(for their own reasons)



Earn attention
Spark curiosity
Provoke response

Connect to what you sell



HOTEL DU VIN
CHARDONNAY
2018

MEANTIME
BREWING COMPANY

**Attract clients to the
idea of acting**

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

**Help them discover
what those are**

Content marketing

CONTEXT

Customers value...

MORE what **they** ask for.

LESS what you freely offer them.

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

Satisfy temporarily.

**Trigger more questions
by
planting seeds**

Subject: you addressing this?

Gregg,

What are you doing to address the skills gap—given the GNMA/BNMA merger?

I have an idea that could give your team insight to process upsets before they happen.

It involves using an **unusual but effective** approach to process modeling.

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

Let me know what you decide Gregg,
Ted

**Trigger more questions
by
planting seeds**

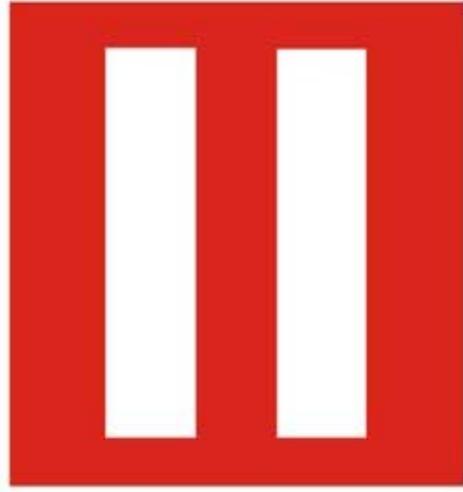
Provoke buyers to identify



Near-term



Long-term



P A U S E

Can we make
unseen
problems & risks

real, urgent, actionable?



What can you
warn them
about?

Subject: Printer security breach? -OR- Copier security

Hi, [first name] ...

Real quick—how secure are your copiers and printers at _____? Did you hear about the Illinois law firm—sued because the janitor removed hard drives? He walked-away with hundreds of thousands of documents.

Are you doing everything possible to mitigate your risk?

How are you managing security of your printers/copiers at _____ [firm name]?

Thanks for considering, [first name],
[your signature]



**What is the
conversation
already
going on in
their mind?**

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.



**Help buyers
start talking
about
themselves**

Earn attention

Spark curiosity

Provoke response

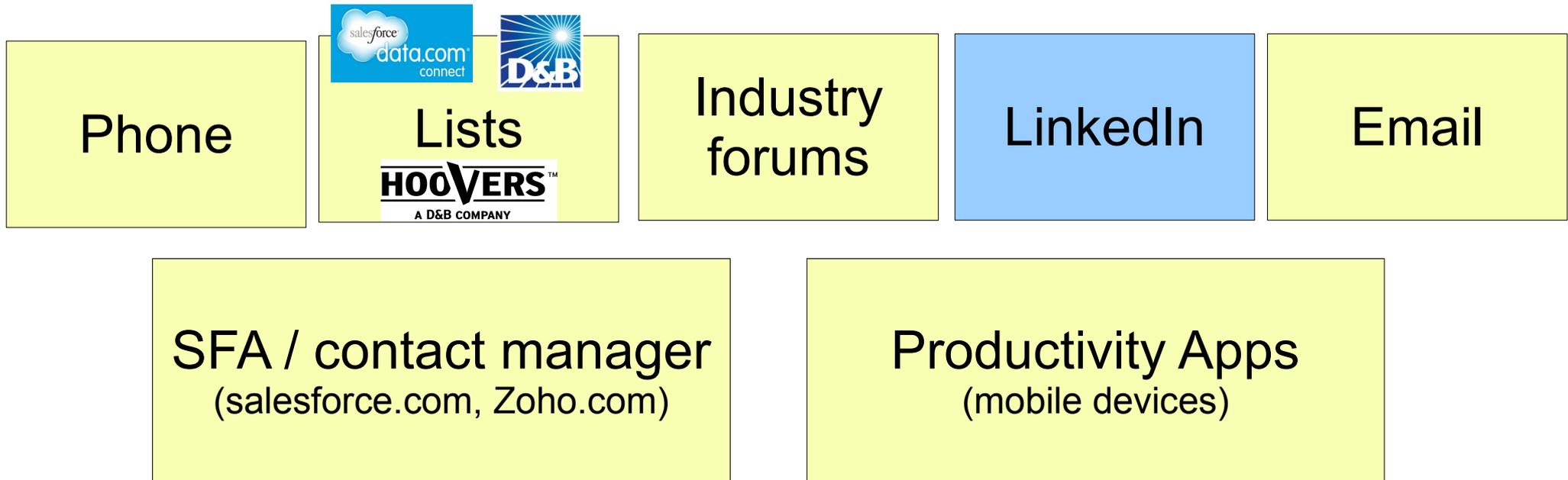
**Connect to what you
sell**

A close-up photograph of two hands shaking in a firm grip, symbolizing agreement or partnership. The hands are positioned centrally, with the fingers interlocked. The background is a soft, out-of-focus light beige color.

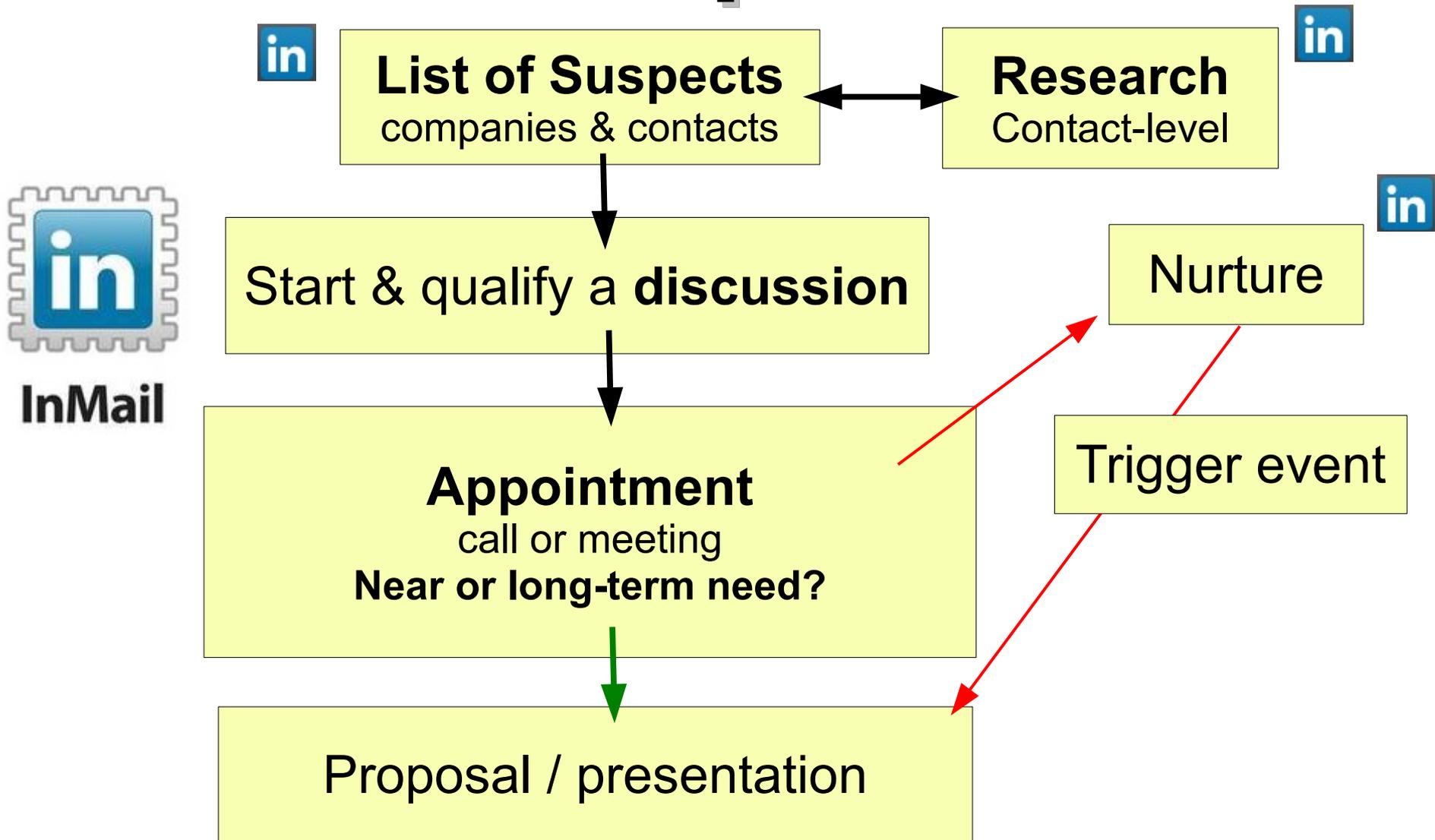
LinkedIn and your Prospecting system

Where LinkedIn fits in

(and a warning)



Prospecting is **STILL** about process

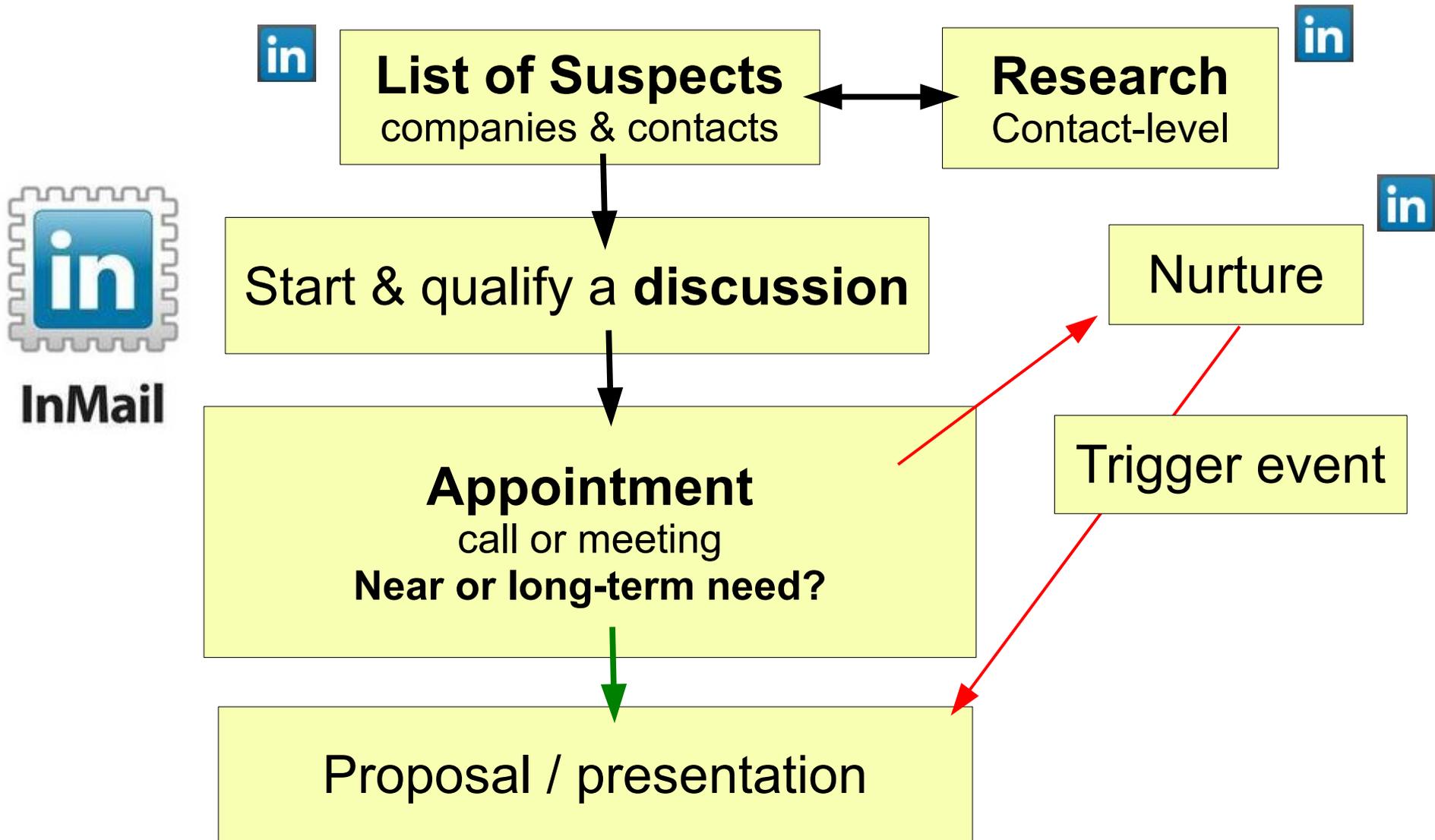


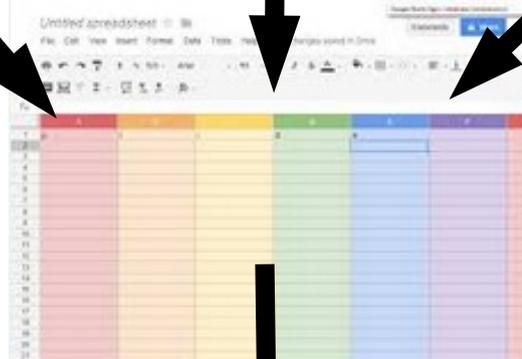
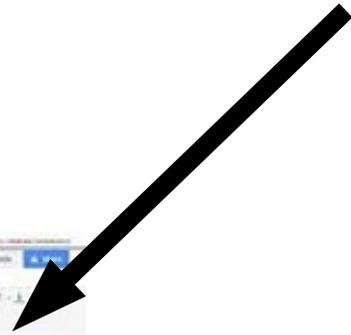
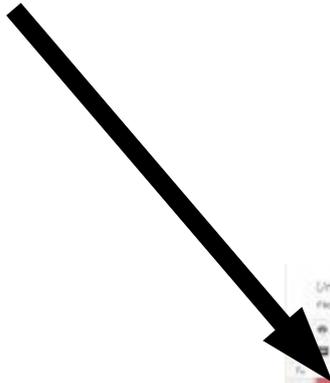
LinkedIn IS good for

- 1) Connecting to *existing* customers
- 2) Listening for signals
- 3) Researching new companies & decision-makers within
- 4) Asking for referrals to new buyers
- 5) Connecting w/ a target market**

** *can be tricky!*

LinkedIn is good for





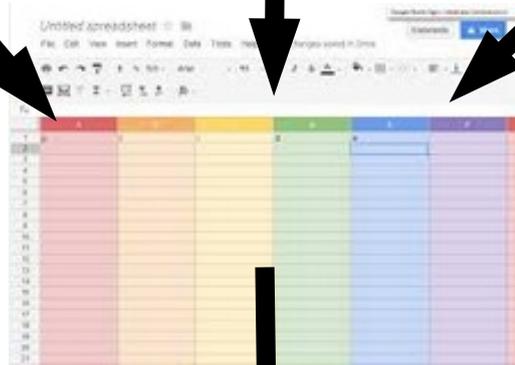
LinkedIn

rapportive
Gmail
by Google

HOOVERSTM
A D&B COMPANY

ecquire

salesforce
data.com[®]
connect



pipedrive

salesforce

Contactually

Brief, Blunt, Basic

Earn attention

Spark curiosity

Provoke response

Connect to what you sell



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