



# *Targeted Stalking...* Proven Prospecting Techniques

WITH JOHN BOYENS

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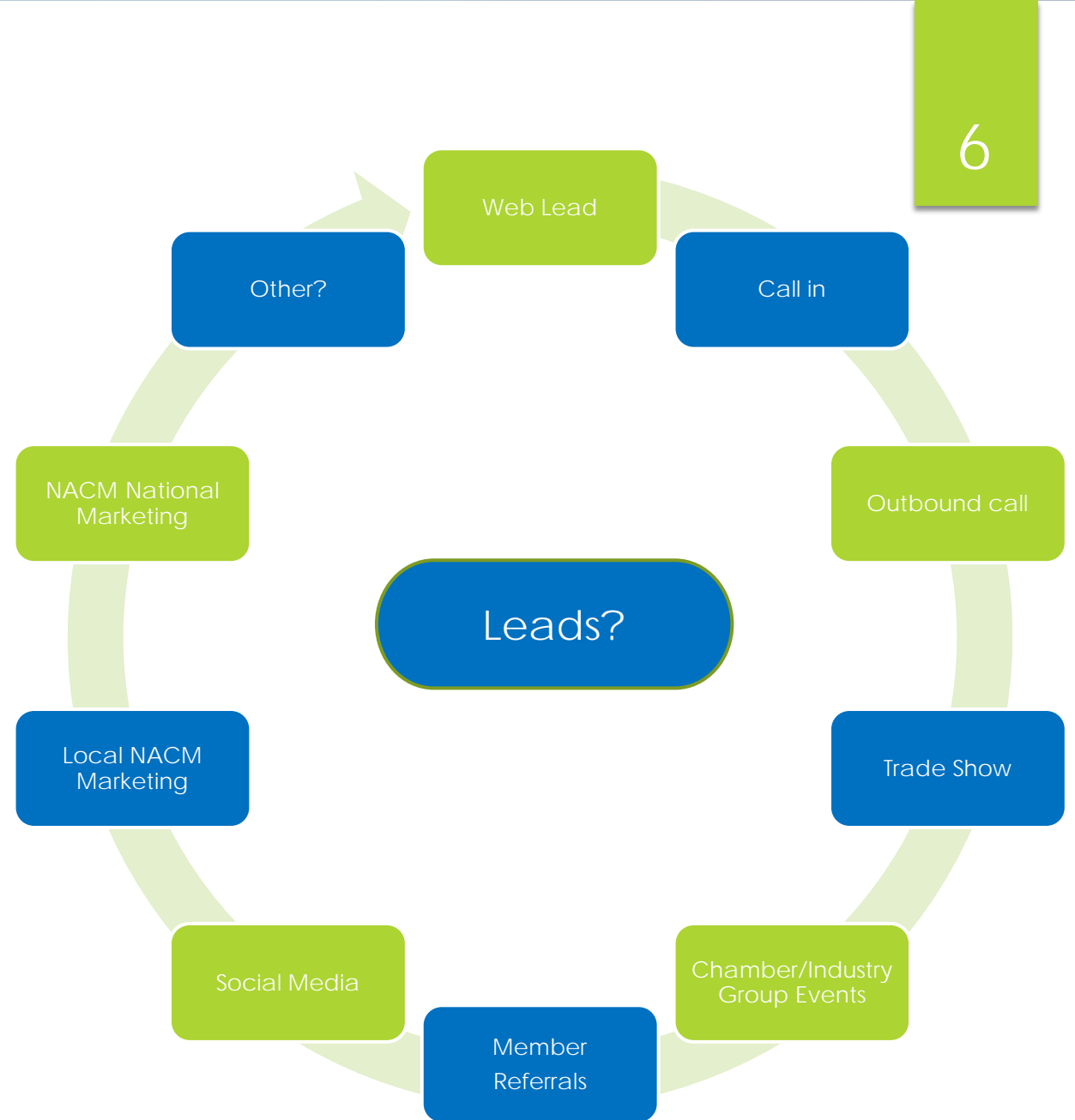
# Prospecting Challenges?



When it comes  
to Prospecting,  
are you...



Where do  
most of your  
Leads come  
From?





# Where to Prospect?

EXISTING MEMBERS

PROFILE YOUR BEST MEMBERS

SOME *"FACTS"* ABOUT REFERRALS

10 STEPS TO GENERATING REFERRALS

*"WIN BACKS" / "PITCHED NOT SOLD"*

NEW BUSINESS DEVELOPMENT

## Where to Prospect?

- ▶ Existing members
  - ▶ Member Penetration Checklist (Cross/Up-Sell)
- ▶ Profile your best members
  - ▶ Find more that look like them
- ▶ Referrals
  - ▶ 10 steps to generating referrals
- ▶ “Win Back” dormant members
- ▶ Following-up on “*pitched-not-sold*”
- ▶ New business development



# Member Penetration Checklist

- ▶ *How much business (share of wallet) do we have with them today?*
  - ▶ *How much additional business is available?*
- ▶ *What solutions are we targeting?*
  - ▶ *What is the potential annualized revenue for each solution?*
- ▶ *What is the current strategy for closing this business?*
  - ▶ *What could get in the way?*
- ▶ *What is the timeframe for closing this business?*
  - ▶ *What are our contingency plans?*
- ▶ *Who are we competing against?*
  - ▶ *What are they offering?*
- ▶ *What does the member say they want/need?*
  - ▶ *What is the member's perception of NACM's ability to effectively address their needs versus our competition's capabilities?*
  - ▶ *What is our "unique value proposition" for this member?*
- ▶ *Who do they know that we should be doing business with?*

## Profile your Best Members

Find more that look like them...

- ▶ Zip Code/Geography
- ▶ Industry/SIC Code
- ▶ Annualized Revenue
- ▶ Number of Employees
- ▶ Why did they Buy?
  - ▶ What were their Business Problems?
- ▶ What did they Buy?
- ▶ Who Bought?
  - ▶ Title/Functional Area
- ▶ Others?

## Some “Facts” about Referrals

- ▶ The majority of businesses in the United States generate most of their revenue by maintaining and up-selling their existing customers.
- ▶ 85% of all salespeople nationwide do not generate enough quality referrals.
- ▶ Salespeople who actively seek and receive referrals on a regular basis earn **four to five times more** than salespeople who don't.
- ▶ Referred business closes at a higher rate, in a shorter period of time and for more money!
- ▶ NACM facts:
  - ▶ Member retention rates in the mid 90% range throughout the system
    - ▶ Meaning a lot of companies find value in their membership
  - ▶ Many people join the NACM to participate in one of more industry groups
  - ▶ How are you leveraging these NACM “facts?”



# 10 Steps to Generating Referrals (1 of 2)

## Step 1 - **Train yourself to ask for them**

Let your members know you want referrals and what you're looking for.

## Step 2 - **Market to influencers**

Influencers are people who have direct contact with your primary prospects and can send them your way.

## Step 3 - **Weave a web**

Research shows that a typical person knows about 250 people. Every time you develop a new business relationship you've potentially increased your personal prospect list by another 250 people!

## Step 4 - **Make a list**

It's also important to set up a database with your referral list and schedule your ongoing activity in your CRM or SFA system.

## Step 5 - **Give referrals to get referrals**

Show people how to refer by demonstrating it yourself.

# 10 Steps to Generating Referrals (2 of 2)

## Step 6 - **Earn the right to ask for a referral**

You can't expect someone to refer you until they have had some experience with you.

## Step 7 - **Figure out what you're going to say**

It's important to find the right words to explain exactly how you help prospects.

## Step 8 - **Make it easy for them**

Don't just ask if they know anyone who might need what you do.  
Give specifics.

## Step 9 - **Reward all references**

Always send thank you notes/emails.

## Step 10 - **Set expectations of referrals from every customer**

Let your members know going in that you will do everything within your power to make them happy so they're more than likely "*open*" to giving you a referral.

*"Win Backs"*

*"Pitched not Sold"*

- ▶ *"Win Backs"*
  - ▶ Dormant/Inactive Members
    - ▶ 12 months
    - ▶ 24 months
    - ▶ 36 months
- ▶ *"Pitched not Sold"*
  - ▶ 12 months
  - ▶ 24 months
  - ▶ 36 months



## New Business Development

How do you currently do proactive outreach for new logos/members?



# How to Prospect

RESEARCH BEFORE THE CALL

ENVIRONMENTAL PROFESSIONALISM

TELEPHONE “WARM CALL” SCRIPT

POTENTIAL RESPONSES

ENGAGING GATEKEEPERS

## Research Before the Call

- ▶ Accounts Receivable or CRM system
- ▶ Prospect/Member website
- ▶ Social Media platforms/Web search:





# Environmental Professionalism

- ▶ Make sure you have a professional background/drape/bookcase
- ▶ Good lighting is a must!
- ▶ Make sure you're using a high-quality sound system
  - ▶ Headset
  - ▶ Speaker phone
  - ▶ Computer speakers
  - ▶ iPhone/Android
- ▶ Dress professionally
- ▶ Avoid clutter

# 36 *Virtual* Lead Generation Ideas

Cold calling	Referrals	Electronic Newsletter
Hard Copy Newsletter	<i>"Win Back"</i> Campaign	Direct mail
Networking events	Trade Shows	Industry Events
Chamber Events	Symposiums/Conferences	FtF Activities
Educational Seminars	Educational Webinars	White Paper
eBook	Radio/TV Advertising	Newspaper/Magazine Ads
Association Marketing	Charity Work/Volunteerism	Fax Blasts
Voice Mails	Sending a Book/Gift	Leveraging Gatekeepers
Influencers/Connectors	Write/Share Blog Post	Engage Online
Offer Study/Assessment	Add Media to your Profile	Optimize your LI Profile
Skype/Zoom Calls	Email Blasts	Demos
Leverage LI Groups	Create/Share Content	Member Appreciation Events

## Telephone “Warm Call” Script

*Hi, this is John Boyens. We have not had the pleasure of meeting one another. Sally Smith suggested that I give you call. I have been working with Sally on segmenting her customer base by reevaluating credit lines. Sally thought this might be a challenge you’re facing as well and would want to know how we’ve helped her.*

Create your own...





## Potential Responses

- ▶ Anything Positive (*Who was that? How did you do that?*)
  - ▶ Ask for an appointment or keep the conversation going by sharing success stories.
- ▶ *I don't have that Problem.*
  - ▶ *Other challenges I often see are:*
    - ▶ *Issue 1*
    - ▶ *Issue 2*
    - ▶ *Issue 3*
- ▶ *Send me Something.*
  - ▶ *I'd be delighted to send you something...may I ask you a few questions to better understand what to send you?*
- ▶ *I'm not Interested.*
  - ▶ *Could you tell me who in your organization would be responsible for addressing...?*

# Engaging Gatekeepers

- ▶ Gatekeepers can be people (i.e., receptionists, secretaries, administrative assistants, executive assistants, lower-level managers, etc.) or technology (e.g., voice mail)
- ▶ So what are some tried and true ways to effectively leverage gatekeepers?
  - ▶ When dealing with a difficult gatekeeper...call when gatekeeper is not typically there:
    - ▶ Before the business day starts, lunch and after business hours
  - ▶ When dealing with an accommodating gatekeeper ask...*"I'm wondering if you can help me...?"*
  - ▶ Work to build rapport with the gatekeeper (and take notes!)
    - ▶ They can be a great source of information and insight.
  - ▶ Use your voice mail script but instead of asking them to call you back say the following:
    - ▶ *"I am going to be very difficult to reach this afternoon as I have calls scheduled with existing members all afternoon. I'll call you tomorrow morning at 8 AM. If that time is not good can you suggest an alternative date and time?"*



# Leveraging LinkedIn

USING LINKEDIN FOR BUSINESS DEVELOPMENT

LEVERAGING LINKEDIN GROUPS

LINKEDIN EMAIL TEMPLATES



# Using LinkedIn for Business Development

- ▶ Creating/Optimizing your LinkedIn profile:
  - ▶ Profile picture, Background picture, Headline, About Section, Experience, Education, Volunteer Experience, Skills/Endorsements, Recommendations, Accomplishments, Interests
- ▶ Using LinkedIn as a Business Development Tool:
  - ▶ What to do when you get an invitation
  - ▶ Managing contacts
  - ▶ LinkedIn Groups
  - ▶ How to Search/Research for prospects on LinkedIn
  - ▶ What to Share/What NOT to Share on Linked In

# Leveraging LinkedIn Groups

(1 of 2)

- ▶ LinkedIn Groups provide a place for professionals to network, share content and ideas, recruit talent and look for work and establish industry/subject matter expertise.
- ▶ You can join up to 50 LinkedIn Groups
- ▶ If you're a member of the same group as another user you can bypass the need to be a first-degree connection in order to message them
- ▶ As long as you've been a member of LinkedIn for at least 30 days and a member of the particular group for at least 4 days LinkedIn allows you to send up to 15 free 1:1 messages to fellow group members per month
- ▶ LinkedIn Group messages are more likely to receive a response than sending an InMail, standard email or making a cold call
- ▶ You widen your network because LinkedIn considers members of a common group your 2nd degree connections. Your 2nd degree network will increase considerably just by joining 1 group!

# Leveraging LinkedIn Groups (2 of 2)

- ▶ Search for Groups on LinkedIn
  - ▶ Click the Work icon in the top right of your LinkedIn homepage and select Groups from the menu that appears.
  - ▶ Click Discover at the top of the page to view suggested groups.
  - ▶ You can then request membership by clicking the Ask to join button under the group description.
- ▶ Some groups to consider:
  - ▶ Credit Manager Network (25,800 members)
  - ▶ Credit Management Association (3,336 members)
  - ▶ Chief Financial Officer Network (454,000 members)
  - ▶ Chief Financial Officer; CFO (137,00 members)
  - ▶ The Modern Finance Forum (55,900 members)
  - ▶ The CFO Alliance (1,400 members)



# LinkedIn email templates

## Connecting to a Member of a Group

My name is John Boyens. While we have not had the pleasure of meeting, I noticed we are both members of the Sales Best Practices Group on LinkedIn and I've really enjoyed reading your posts. The piece you shared a week or two ago about the impact technology is having on the buying process was pretty thought-provoking. I'd love to keep in touch and learn more about your work.

I was on the Northwestern Alumni Group on LinkedIn and noticed your profile. We both have Northwestern University in common. I was hoping you might have 15 minutes to talk on the phone so I can learn more about your career in politics. I'm graduating in June and am hoping to become a news correspondent in the DC area. Any advice you might offer would be very helpful. Thank you, in advance for your willingness to help!



# Ideas to Implement...





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