

Don't Count The "Yes's," Count The "No's"

An Action Guide To Effective Prospecting

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Introduction

Not long ago a survey of the most successful salespeople in a variety of fields was conducted. The most impressive result of the survey was its identification of the most important activity that guided those people toward success. It found that successful salespeople dedicate a *full 50 percent* of their selling time, talent and energy to *PROSPECTING*.

Consequently, prospecting is the key to success in a career in sales. If you can't get appointments then none of your other sales skills will matter; you will never get the opportunity to sell.

Listening to my podcasts, and the audio program included here on prospecting and handling rejection, can in itself make a difference in your sales career. But in order for it to make a significant impact on the level of success you achieve, you must make full use of this guide.

- 1. Review the detailed outline in **Part 2** of this guide.**
- 2. Listen to the audio program, following the outline & writing any notes you wish to make in the space provided along side the outline.**
- 3. Complete the exercises in **Part 3** of this guide. This will give you the opportunity to prepare & use a technique that has been suggested in the program.**
- 4. Finally, complete the **Action Blueprint** also in **Part 3**. Doing so will prompt you to focus your thoughts, initiate action, and commit yourself to achievement and success in your sales career.**

Don't Count The "Yes's," Count The "No's"

Below you will find a detailed outline of Warren Greshes' presentation. Review it then follow it as you listen. Use the space on the right for any additional notes you wish to take.

Main Points	Your Notes
<p>The purpose of this presentation is to help you sell appointments and get yourself in front of prospects.</p> <p>There are 5 topics to be covered:</p> <ol style="list-style-type: none">1. Why prospecting?2. Handling rejections and knowing your success ratios.3. Preparing for the phone call and making the call.4. Handling objections and turning them around.5. Practicing.	

Main Points	Your Notes
<p data-bbox="142 226 586 285">Why Prospecting?</p> <p data-bbox="172 331 764 573">A recent survey showed that the most successful salespeople in a variety of fields dedicated half of their selling time to prospecting.</p> <p data-bbox="172 619 716 762">Those successful salespeople devoted their selling time to four areas:</p> <ol data-bbox="172 808 683 1297" style="list-style-type: none"><li data-bbox="172 808 545 867">1. Prospecting: 50%<li data-bbox="172 913 683 1003">2. Developing presentation skills: 20%<li data-bbox="172 1050 594 1140">3. Developing product knowledge: 15%<li data-bbox="172 1186 618 1297">4. Working on personal development: 15% <p data-bbox="172 1344 716 1623">Prospecting is the key. If you can't get in front of any prospects, then none of your other skills matter because you won't get an opportunity to sell.</p> <p data-bbox="172 1669 691 1728">Prospecting is like a funnel.</p> <p data-bbox="172 1774 756 1917">For example, you might make 30 calls, make 15 contacts, get 3 appointments, to make 1 sale</p>	

Main Points	Your Notes
<p>Every salesperson has an average.</p> <p>It doesn't matter what your average is as long as <i>you know it!</i></p> <p>If you want to double your sales, double your activity.</p> <ol style="list-style-type: none"> 1. You need to count the "No's." 2. More people will say "No" than "Yes." 3. You don't get penalized for "No's," BUT you do get rewarded for the "Yes's." 	
<h2>Handling Rejection</h2> <p>"No's" are rejection, but if you understand how many "No's" you need in order to make one sale, then "No's" are easier to take.</p> <p>There's a <i>Call Counting System</i> you can use to understand how much rejection you need on average to make one sale.</p> <p>This system will show you what your averages are, as well as what your success ratios are.</p>	

Averages & Success Ratio Monitor

Week Of: _____

DIALS	CONTACTS	APPTS. BOOKED	Interviews HELD	SALES	COMMS. (\$)
Tally here the number of dials you make.	Tally here the number of decision-makers you booked over the phone.	Keep track of how many appointments you booked over the phone.	In this column, keep track of the number of appointments you actually completed.	Tally the number of sales closed in this column.	Keep a running count of the commissions from your sales in this column, or total value of sales if you're not on commission.
TOTAL:	TOTAL:	TOTAL:	TOTAL:	TOTAL:	TOTAL:

Averages & Success Ratio Monitor
Week Of: _____

DAY	DIALS	CONTACTS	APPTS. BOOKED	INTERV. HELD	SALES	COMMS. (\$)
Mon.						
Tues.						
Wed.						
Thur.						
Fri.						
Totals:						

Main Points	Your Notes
<p>To track your numbers use the chart on the previous page on a daily basis, and then total them on a weekly basis.</p> <p>Keeping track of these numbers will do several things for you:</p> <ol style="list-style-type: none"> 1. It allows you to save time. 2. It allows you to make money. 3. It allows you to avoid slumps. 4. It helps you to anticipate problems before they become critical. <p>After three months of tracking these numbers, you will know:</p> <ol style="list-style-type: none"> 1. How many dials you need to make to get one contact. 2. How many contacts you need to get one appointment. 3. How many appointments you need to get one sale. 4. How many sales you need for X dollars in commissions. <p>At the beginning of the year, you can formulate a plan by asking:</p>	

Main Points	Your Notes
<p>“What do I have to do on a daily basis throughout the year to end the year with the amount of business that I want to come home with?”</p> <p>Slumps occur at certain times of year.</p> <p>With these numbers, you can figure out why slumps occur. For example:</p> <ul style="list-style-type: none"> • If the ratio of dials to contacts falls, you can change the time of day you call. • If the ratio of contacts to appointments booked begins to fall, the problem may be a change you’ve made in what you’re saying. <p>Ratios are important, they can shorten your slumps.</p>	
<p>Preparing To Call</p> <p>First, make a list of whom you are going to call <i>before</i> you begin your calling and put that list in front of you.</p> <p>Then, understand the <i>purpose</i> OF YOUR CALL is to <i>SELL THE APPOINTMENT</i>.</p>	

Main Points	Your Notes
<p>Successful prospecting calls require a script.</p> <p>Using a script does not have to sound canned.</p> <p><i>Practice and rehearse.</i> True professionals in ALL fields practice, and as a professional salesperson so do you.</p> <p>A script:</p> <ol style="list-style-type: none"> 1. Allows you to control the conversation. 2. Allows you to speak on the phone without having to think of what you are going to say. 	
<h2>Developing a Track</h2> <p><i>Eight Steps</i></p> <p>The whole conversation should be only <i>30 seconds</i> long.</p> <p>After you determine <i>who</i> you are going to call and the <i>purpose</i> of your call:</p> <ol style="list-style-type: none"> 1. Get the prospect's attention by using the prospect's name. 	

Main Points	Your Notes
<p>2. Introduce yourself and your company.</p> <p>3. Repeat the prospect's name.</p> <p>4. Give the reason for your call and one benefit to the prospect for seeing you. (One line only)</p> <p>5. Repeat the prospect's name.</p> <p>6. Ask a "yes" question.</p> <p>If you get a "no," say, "Thank you very much, Mr./Ms. _____. Have a good day."</p> <p>Then quickly hang up first. You're polite, but you'll feel better about making the next call.</p> <p>7. Show enthusiasm!</p> <p>"That's GREAT! Let's get together..."</p> <p>8. Ask for a <i>specific appointment (day and time)</i></p> <p>As a result, you take control the conversation.</p>	

Main Points	Your Notes
<p>Also, by giving the time and date, this shows you are busy, and that you have other clients.</p> <p>If the prospect responds with “no” to the specific time and date suggested, give another option.</p> <p>You are asking <i>when</i>, not <i>if</i>.</p> <p>The prospect could say:</p> <p>“I already have...”</p> <p>“I can’t afford it.”</p> <p>“Could you send me some information in the mail?”</p>	
<h2 data-bbox="142 1325 545 1434">Turning Around Objections</h2> <p data-bbox="142 1503 623 1596">The best way to handle an objection:</p> <p data-bbox="142 1646 760 1692">“Repeat, Reassure, and Resume”</p> <ol data-bbox="224 1743 683 1976" style="list-style-type: none"> <li data-bbox="224 1743 659 1789">1. <i>Repeat</i> the objection. <li data-bbox="224 1839 683 1976">2. <i>Reassure</i> the prospect that it’s OK to feel that way. 	

Main Points	Your Notes
<p>3. <i>Then resume.</i></p> <p>Remember, the only thing you want to discuss is the date and time of the appointment.</p> <p>You do not want to discuss the objection in detail at this time.</p> <p><i>1st Objection: "I already have"</i></p> <p>The best thing to say:</p> <p>"That's great because you understand the benefits of what we do!"</p> <p>Then:</p> <p>"But many of my clients said the same thing until <i>I</i> was able to show them in person how <i>I</i> could...."</p> <p>Then:</p> <p>"(Prospect's name), can we get together next_____at _____?"</p> <p>Discuss the appointment, not the objection.</p>	

Main Points

Your Notes

2nd Objection: "I can't afford it."

This isn't a valid objection because the prospect doesn't yet know the price.

If you argue with the prospect, however, you are assuming that the prospect can afford it and that may not be true.

Say:

"(Prospect's name), I understand what you are saying and many of my clients said the same thing, until I was able to show them in person how they could."

Then:

"(Prospect's name), can we get together next__at__?"

Don't be afraid to use the same turnaround for more than one objection, hearing more than one objection per call is *very* rare.

Main Points	Your Notes
<p data-bbox="131 233 730 369"><i>3rd Objection: “Could you send me some info in the mail?”</i></p> <p data-bbox="180 426 760 705">No one buys from information. But <i>do</i> convey to the prospect a message that tells why it’s of great benefit to <i>see you</i> rather than get information in the mail.</p> <p data-bbox="180 762 261 806">Say:</p> <p data-bbox="180 856 760 1192">“(Prospect’s name), I would love to send you information. However, when I get there you’ll find though that I’m much more qualified than the information to answer any questions you may have.”</p> <p data-bbox="180 1245 293 1289">Then:</p> <p data-bbox="180 1339 703 1436">“(Prospect’s name), can we get together next ___at___?”</p> <p data-bbox="180 1486 756 1675">You must always end your turnarounds with the specific time and date that you want to set up for the appointment.</p> <p data-bbox="180 1726 748 1959">Type up your script and the most common objections with their turnarounds, all on the same page, so that they are easy to read and handle.</p>	

Main Points	Your Notes
<p>Practicing Techniques</p> <ol style="list-style-type: none"> 1. Practice every single day. Professional musicians practice 3-6 hours every day for a 1-2 hour performance. How many hours do you practice? 2. Get yourself a timer. It helps avoid the “great conversations.” 3. Get yourself a mirror and place it on your desk in front of you. It will make you smile more. It’s not the words you use but the <i>tone of your voice</i>. When you are a salesperson, you do not have the opportunity to be in a bad mood! <p>The biggest obstacle to your success is you.</p> <p>All successful salespeople share one common trait: their GREAT attitude!</p>	

Success = Planning + Commitment

Listening to *Don't Count The "Yes's," Count The "No's."* can be quite motivating. But simply listening to the presentation can't do a thing for you. Before the suggestions can have any real positive effect on your sales efforts, they must be *applied*.

To help you apply what you've heard, two exercises are provided here to guide you through that important process. The first, "The 30-Second Script," helps you plan that all-important phone prospecting script. The exercise will guide you through the process and help you identify and create ready responses for the most common objections you receive.

The second exercise is the "Action Blueprint," your "planning and commitment roadmap." By the time you complete it you will have a clear picture of how you will use what you have learned in this presentation.

Don't Count The "Yes's," Count The "No's," is a great presentation to hear, but it does nothing for you unless you actually apply what you've heard and make that application a habit. Turn to the next page and begin challenging your thoughts and building the road map that will make a significant difference in your sales career!

The 30-Second Script

Warren Greshes believes that many salespeople make several big mistakes that can be easily corrected.

1. They don't decide who to call until they're actually making their calls.
2. They aren't clear on the purpose of their call.
3. They don't use a script. They have not practiced it or rehearsed it. Therefore, they are unprepared and unable to be clear, concise, and to the point.

It follows then that in order to make a significant difference in your success ratio on the phone, (the number of contacts that result in actual appointments) you need to do three things:

1. Prepare a list in advance of contacts to call.
2. Be clear on the sole purpose of your call (to make an appointment).
3. Prepare, practice, and rehearse a script that also includes prepared responses to your most common objections.

The first two things above must be done at another time. However, the third, the preparation of the script, you must do right now. Remember the primary benefits of a script?

1. It allows you to control the conversation.
2. It allows you to speak on the phone without having to think of what you are going to say.

PHONE PROSPECTING SCRIPT

On this page you will find the structural skeleton for your script. As you prepare it, visualize yourself talking to the prospect on the telephone.

1. Introduce yourself and your company:

“ (Prospect’s Name) , _____
_____.”

2. Repeating the prospect’s name, give the reason for your call and one benefit to the prospect for seeing you:

“ (Prospect’s Name) , I’m calling because _____
_____.”

3. Repeat the prospect’s name and ask a “yes” question:

“ (Prospect’s Name) , _____

_____?”

If the prospect says “no,” say:

“Thank you very much, (Prospect’s Name) . Have a good day.” Hang up.

4. With a “yes” response, show *Enthusiasm* and ask for a specific appointment (day and time):

“ _____.”

5. Plan your quick wrap up of your call: “Thank you, (Prospect’s Name), I look forward to talking with you on _____ (date) at _____ (time).”

(This is the time to confirm the date and time of your appointment. Avoid calling the day of the appointment to confirm, giving your prospect an opportunity to say, “Glad you called...I just can’t make it...”).

“ _____
_____.”

Objection Turnarounds

Remember, the best way to handle an objection is *Repeat, Reassure, and Resume*.

1. Repeat the objection.
2. Reassure the prospect that it’s OK to feel that way.
3. Then resume.

Now write the three most common objections you hear below. Then, write your planned turnaround below each of the objections.

Objection #1: _____

Turnaround:

1. Repeat & Respond

“ (Prospect’s Name) _____

2. Resume

**“(Prospect’s Name), can we get together next
 at ? ”**

Objection #2: _____

Turnaround:

1. Repeat & Respond

“ (Prospect’s Name) _____,”
_____.

2. Resume

**“(Prospect’s Name) _____, can we get together next
at _____?”**

Objection #3:_____

Turnaround:

1. Repeat & Respond

“ (Prospect’s Name), _____ ”
•

2. Resume

“ (Prospect’s Name) , can we get together next
at _____?”

Congratulations! You're now prepared for your phone prospecting!

You will find it very helpful to type this script, using all capital letters and double spacing. Try to include everything on one sheet of paper. If it doesn't completely fit with the objections, then type the objection turn-arounds on a second sheet of paper and lay them side by side in front of you.

Finally, be sure to do as professionals in other fields do! Practice, practice, practice! Doing so will help you "perform" smoothly and easily.

Action Blueprint

An Action Blueprint is simply a plan of action. It's primary function is two-fold:

1. To guide you in focusing your thoughts.
2. To guide you in planning the actions you must take to turn those thoughts into reality.

When your thoughts are focused and your plans are written, you will have a far greater feeling of *commitment* to achievement and success.

Therefore, complete this blueprint fully and honestly. This booklet is for your use only. No one will be reviewing your responses & checking to see if you have answered them superficially or in depth. Only *you* will know and experience the difference. Take all the time you need to complete it; your future success depends on it!

Use this blueprint and the charts you complete to monitor and evaluate your progress. Without written plans, your intentions will remain just good intentions. To see progress, improvement, and full implementation, written plans are essential.

Today's date is: _____

I will complete this ACTION BLUEPRINT by: _____

1. A recent survey of successful professional salespeople showed that they devoted a full 50 percent of their sales time, talent and energy to prospecting.

Take a few moments to review your last two working days and respond to the following questions:

(a) How many hours did you spend at work in the last two working days? (Were you at your office or "on the job" eight hours a day for a total of 16 hours? Or, were you at work more or less hours?) _____ Hours.

(b) Now try to estimate how many of those hours were spent doing each of the activities listed below and then determine the percentage each represents.

Activity	Time	% of Time
Prospecting		
Other Calls		
Office Meetings		
Paperwork		
Sales Presentations		
Servicing Accounts		
Lunch		
Coffee Breaks		
Traveling (to appt)		
Other Activities		
Total	Hours	100%

(c) After reviewing what you've discovered in the chart, what changes will you make to ensure better, more profitable use of your time?

- (1) _____
- (2) _____
- (3) _____
- (4) _____
- (5) _____

2. What do you believe is your greatest weakness in sales and how do you plan to improve it?

3. Describe below how you will make use of the *Call Counting System* and when you will begin using the charts. (Make 12 copies of the daily chart for 3 months worth of tracking)

4. While listening to *Don't Count the "Yes's," Count the "No's,"* what ideas did you discover (or re-discover) that you want to put into practice?

- () _____
- () _____
- () _____
- () _____

Review your list above and number each one in order of priority from 1 to 4.

5. Using your #1 priority identified above, complete the following chart to map out your implementation of that idea. Identify the necessary tasks to be done, determine their logical sequence by numbering them in the column at the left ("Order #"), and indicate a completion date for each.

Idea to Implement: _____		
Time Frame: Begin _____ Complete _____		
Order #	Tasks To Complete Implementation	Date to be Completed

6. Complete a chart for each of your three remaining priorities identified for question #4.

Idea to Implement: _____		
Time Frame: Begin _____ Complete _____		
Order #	Tasks To Complete Implementation	Date to be Completed

Idea to Implement: _____		
Time Frame: Begin _____ Complete _____		
Order #	Tasks To Complete Implementation	Date to be Completed

Idea to Implement: _____		
Time Frame: Begin _____ Complete _____		
Order #	Tasks To Complete Implementation	Date to be Completed

Congratulations! You have done a lot of thinking and planning and you're ready to make some significant changes!

Be sure to use this blueprint and the charts you've completed to monitor and evaluate your progress. Remember, without written plans and a periodic review of those plans, your good intentions will just remain good intentions.