

A composite image featuring a Space Shuttle Columbia on the left, ascending with its orange solid rocket boosters and white external tank. The shuttle is set against a clear blue sky. On the right, a large, detailed image of the Moon's cratered surface is visible against a black background. A dark, semi-transparent rectangular box is centered over the image, containing white text. The background is decorated with several vertical bars of varying heights and colors (black, blue, grey) that span the width of the slide.

Selling to the Moon

Prospecting for First Appointments

Presented by: Tom Cook

Set the tone – Mindset Required



Prospecting is a daily necessity



The best sales people in the world prospect everyday



There are other ways to gain appointments:

Networking
Emails
Trade Shows



However, there is no quicker way to fill your calendar than getting out and finding business owners.

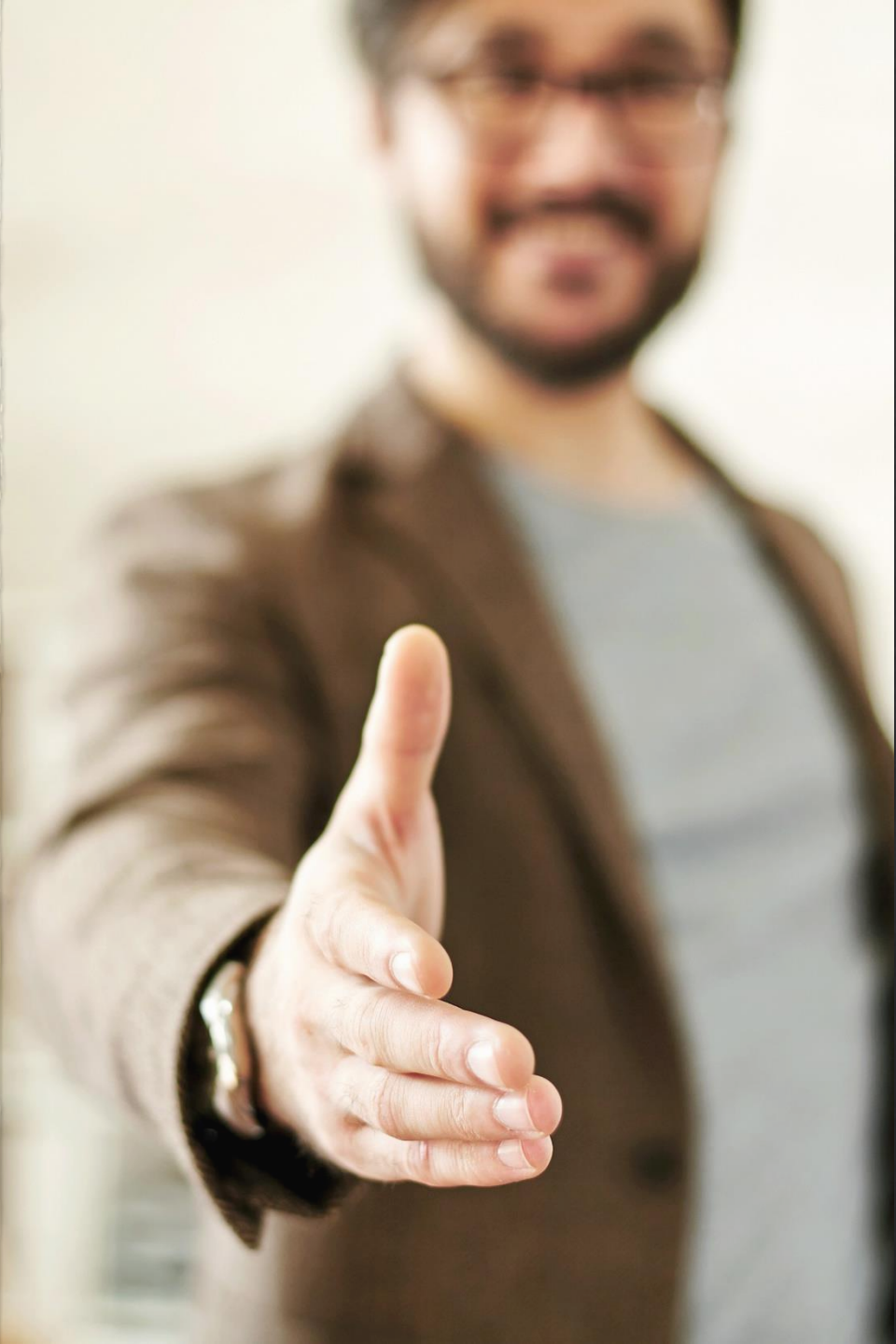


Watch / Listen to the Training Videos

Again, and again, and again, and again...

Until you can deliver the message as clearly and convincingly as Selling to the Moon Founder Tom Cook

When it comes to setting appointments, if you follow the training, then there should be no difference between you and Tom.



First Step - Show up in person SMILE / Bring Enthusiasm

- ◇ Gatekeeper will smile back and like you immediately
- ◇ Treat the gatekeeper like gold
- ◇ Enthusiasm that is contagious –be memorable
- ◇ Keep in mind – 3 goals
 1. Set an appointment with the business owner
 2. Qualify the company to make sure it is worth your time to call back
 3. Create a relationship with the person who greeted you (usually the one who answers the phone)

Gather the Info! Stay engaged as long as they let you. Take great notes. This will help you when you call.



- ◇ The very first person you speak with is the key to all the information you need
 - ◇ Is this a locally owned company with the owner present everyday?
 - ◇ What is their name? Do they have a business card so I can follow up?
 - ◇ How many locations do you guys have?
 - ◇ You look like you do a lot more than answer the phone, do you pay the bills as well?
 - ◇ How much does your business spend on _____ per month?
 - ◇ When is the best time to reach the owner?
 - ◇ Do you have access to his/her calendar, and can I set an appointment with them through you?

Follow Up on the phone (Warm Call)



Schedule	Schedule Daily <ul style="list-style-type: none">• Schedule telemarketing time as an appointment in your calendar
Notes	Refer to Notes <ul style="list-style-type: none">• Have your notes ready from the cold call. Know who you are calling for by name.• Know who you spoke with when you stopped in and what your leave behind was.
Name	Use Their Name <ul style="list-style-type: none">• Use the person's name that you met when you were there.• Hi John, I'm glad I caught you. I stopped in last week and spoke with Susan."
Script	Don't Wing It <ul style="list-style-type: none">• Have a script that works for you handy to reference.• Be ready with benefit statements and questions to overcome the 3 objections.
Follow Up	Be Consistent <ul style="list-style-type: none">• Keep calling until you get to the owner and set the appointment



Greet your prospect with their name

People love to hear their name, it should be the first thing they hear when they answer your call.

“John, I’m glad I caught you.”

DO NOT ask “How are you?”!!!!!! This gives the prospect control of the call.



Keep control of the call and go right for the close

“Jennifer, I’m glad I caught you this afternoon.”

“This is Tom Cook with _____.”

“I am calling to set up an appointment with you for next week. Do you have some time next Tuesday or Wednesday that we could sit down?”

The goal of going right for the close is to get either a “Yes” immediately, or to quickly get to an objection that you are prepared to handle and overcome.



Close for the Appointment
Be Ready to Overcome the Objection

3 Responses to the close,
“Do you have a time we can
get together on Wednesday?”

“YES!”

“Let me
ask you a
question.”

“Get
lost.”

If They Ask a Question

Have third party references at the ready,
and use them.

Now is the time to use your benefit
statement.

**As soon as you finish answering their
question, close for the appointment
again.**

If you do not close, and make them
answer, then another question is coming.



Answer the question “What’s in it for me?”



Everyone you speak with is asking “What’s in it for me?”



Talk to them in a manner that answers that question.



Prepare a list of five different benefit statements that answer the question “what’s in it for me?” Each statement should be only three sentences long.



People don’t listen, tell them what benefit meeting with you will provide and close, close, close!

If they blow you off or say “Get Lost”



A “Blow off” or a “Get lost” response is anything other than a “Yes” or “Let me ask you a question.”



With a “Get Lost” response, you need to ask a question immediately.



Prepare 5 to 10 questions of things most of your prospects are not doing well. These questions should lead into your benefit statements.



“How many appointments per week do your sale’s people attend currently?”



“Have you ever used a sales training system in the past to help improve sale’s performance?”



When they answer, give your benefit statement that matches up with their response, and close again for the appointment.





Know Your Numbers – Execute Daily

Start with your
Goals in mind
and work
backwards

Most sales reps
set monthly
goals, but forget
about daily and
weekly goals
(Weight loss
example)

I average 1
scheduled
meeting for every
4 warm dials

What are your
WEEKLY
activity numbers
to stay on track?

Go Make Mistakes – and Improve

Get out and talk to people everyday

Mistakes will only make you better your next time out

Money will come if you execute your plan daily.

It will not happen overnight, but everyday gets better as you improve your craft

Be a student. Don't just wing it. Prepare to win, and use what works, every time.

