



# The Selling Fundamentals Series: Securing Meetings

**W** Sales and Business Marketing Program  
WESTERN MICHIGAN UNIVERSITY

The Selling Fundamentals Series  
**Securing Meetings**

**Module #3**

The Sales Faculty  
Western Michigan University

---

---

---

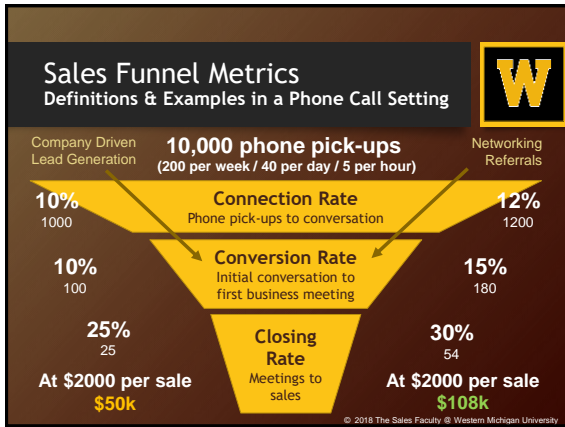
---

---

---

---

---




---

---

---

---

---

---

---

---

**Phone Calls**  
Not fun, but they work

Remember Your Purpose:

**GAIN APPOINTMENTS**  
(not sell your product)

- Step 1: **Connect as a HUMAN!**
- Step 2: **Connect on Business**
- Step 3: **Sell the Meeting**
  - Understand then connect

© 2018 The Sales Faculty @ Western Michigan University

---

---

---

---

---

---

---

---



# The Selling Fundamentals Series: Securing Meetings

The Basic Script \_\_\_\_\_

## Connect as a Human

- Say Hello and allow time for response
- Slowly ID yourself & your Company
- Ask for Permission
  - “Can I borrow about 3-4 minutes of your time?”
    - NO: When might be a better time (the rationale behind the call is.....)
    - YES: “Thank-You, I appreciate that”
- Some will use this point to hang-up - but they were very likely to hang up anyways.
- Focus on those that are encouraged by this respectful start.

© 2018 The Sales Faculty @ Western Michigan University

---

---

---

---

---

---

---

---

The Basic Script \_\_\_\_\_

## Briefly Connect on Business

- What are the strongest 1-2 reasons this customer would like to keep listening?
  - Biggest Value Points
  - Referral or Affiliation
  - Recent Success
- You should be able to express this in under **30 seconds**.
- Use **plain language**. Brochure speak hurts you!
  - Always remember you are having a conversation, not a speech!
- Be sure this is **aimed at target**.
  - Don't offer an accounting value point to the VP of Sales

© 2018 The Sales Faculty @ Western Michigan University

---

---

---

---

---

---

---

---

The Basic Script \_\_\_\_\_

## Sell Reason to Meet

What is basic selling process? Understand / Connect / Ask

- **UNDERSTAND:** Ask a smart question that is tailored to the intersection of the buyer and what you sell?
  - Use follow-up questions to push to an **INTERSECTION POINT**
- **CONNECT:** Briefly **introduce** that your firm has solutions / options related to that intersection point
  - The key is to stay focused and brief: introduce, don't fully explain
- **ASK FOR MEETING:** Use the intersection point as a reason to keep conversation going with a next meeting
  - **ASK: BE SPECIFIC!** Day / Date / Time / Length! Ask with all 4!

© 2018 The Sales Faculty @ Western Michigan University

---

---

---

---

---

---

---

---



# The Selling Fundamentals Series: Securing Meetings

**I don't want to have a Conversation**

- Brochure
- Not me
- No Need
- Happy
- No Budget
- No Time

These are objections to a conversation – thus treat them as such and work towards turning them around into a conversation

© 2018 The Sales Faculty © Western Michigan University

---

---

---

---

---

---

---

---

**The Typical Objections**

**Send the Brochure**

- This is mainly a blow-off, so basically blow off the blow off

“It is often more productive to have a quick conversation where we can gain a better understanding of your specific challenges and see how we can solve those challenges for you. Can we go ahead and schedule 30 minutes, Tuesday, the 22<sup>nd</sup> at 2pm?” (notice all 4!)

- **It is:** Because “I find it is” gets you in trouble
- **Often:** Because “always” gets you in trouble
- **More Productive:** because “better” gets you in trouble

© 2018 The Sales Faculty © Western Michigan University

---

---

---

---

---

---

---

---

**The Typical Objections**

**No Need / Not Interested / Happy**

This is where you have to push them to rethink this just enough to agree to a next level conversation

If appropriate, Start with a PROBE (“tell me more”) to gain UNDERSTANDING

Finish with a **customized FEEL-FELT-FOUND**

- “I understand where you are coming from (feel), in fact many of my current customers were in the same situation (felt), but after a quick initial conversation we discovered (found) opportunities to work together and now they are glad they did” ROLL TO ASK
- Need to put “Meat on Bones” to basic FFF to customize!

© 2018 The Sales Faculty © Western Michigan University

---

---

---

---

---

---

---

---



# The Selling Fundamentals Series: Securing Meetings

The Typical Objections \_\_\_\_\_ 

**No Time - TOO BUSY**

**Value Argument:** goal is to sell the future value of the time invested in the conversation (still not selling the product)

- BASE FORM: "I appreciate a tight schedule, however we have produced positive results related to your challenges for many customers. A short meeting could be a good investment" ASK
  - USE: Researched Info + Value Pitch + Success Story
  - ASK: spend 10 minutes now or set an actual appointment
- **Fall Back Argument:** Use a meal to get time
  - "I appreciate a packed schedule, but everyone has to eat, how about I bring some coffee and bagels one morning next week and we have a quick bite and a good conversation and still have time to get to our day's schedule." ROLL TO ASK

© 2018 The Sales Faculty @ Western Michigan University

---

---

---

---

---


---

---

---

---

---

**Roll to Ask + Lock Down** 

**Always Roll to Ask**

- After making your point, ALWAYS roll into the meeting request.
- Remember All Four!
  - Day
  - Date
  - Time
  - Length

**Lock Down**

- Finish briefly but strongly by locking down the meeting with a confirmation
- The most common finish is a Calendar Invite.
  - ASK FOR COMMITMENT TO ACCEPT THIS!

You will lose a certain number of these appointments, but reduce that with a strong finish!

© 2018 The Sales Faculty @ Western Michigan University

---

---

---

---

---


---

---

---

---

---

**Making This Work** 

- **Practice**
  - Create & rehearse script
- **Set Sacred Time**
  - Set and keep calling time in schedule
- **Set Physical Space**
  - Create space conducive to calling
- **Track Results**
  - Quick record + analyze weekly

© 2018 The Sales Faculty @ Western Michigan University

---

---

---

---

---

---

---

---

---

---