



WIN NEW
CUSTOMERS
WITH OUTBOUND SALES

OUTBOUNDING

AND END YOUR
DEPENDENCE
ON INBOUND LEADS

WILLIAM “SKIP” MILLER

A PDF COMPANION TO THE AUDIOBOOK

CHAPTER 2

How Do Customers Buy?

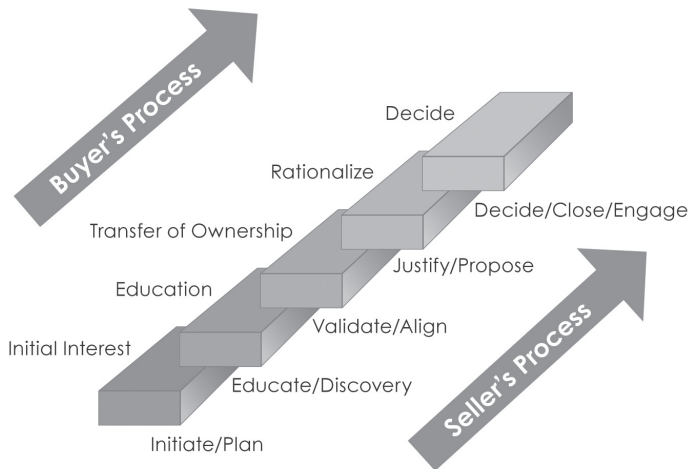


Figure 2.1

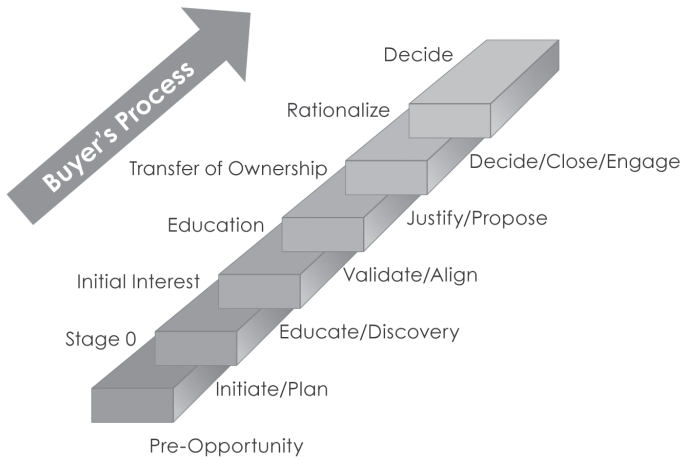


Figure 2.2

A company decision making process for a buy

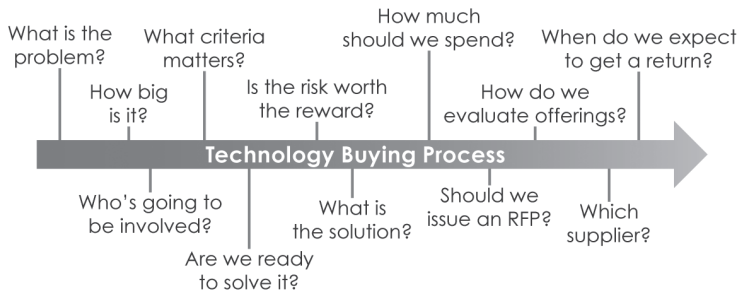


Figure 2.3

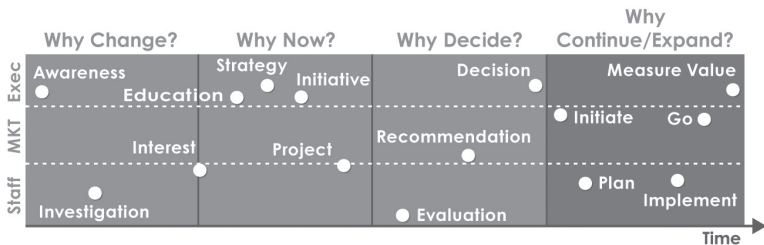


Figure 2.4



Figure 2.5

THREE

What Help Do Prospects Want in Their Buying Process?

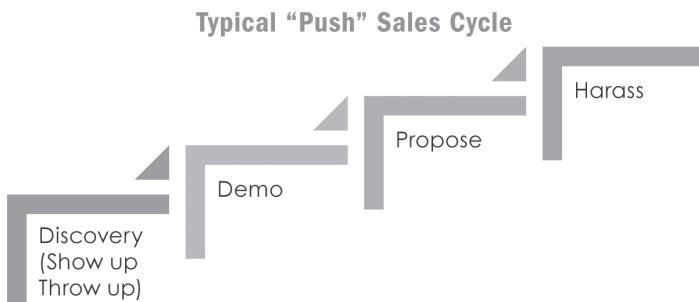


Figure 3.1

PRE-MODEL—BUYER'S JOURNEY

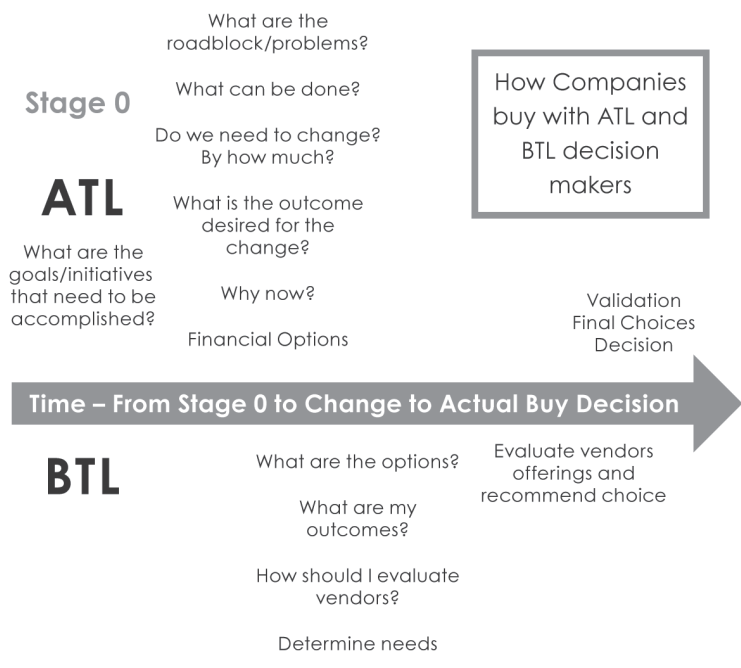


Figure 3.2

Solution Boxes

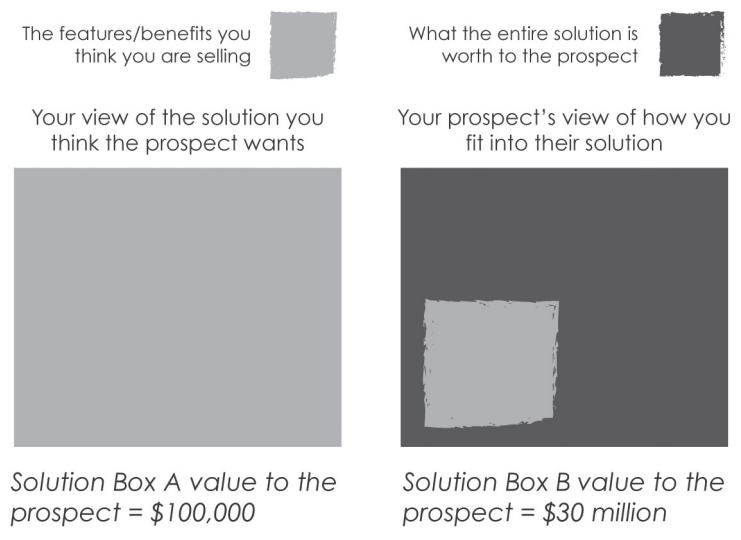


Figure 3.3

CHAPTER 4

By Territory, by Industry, by Persona

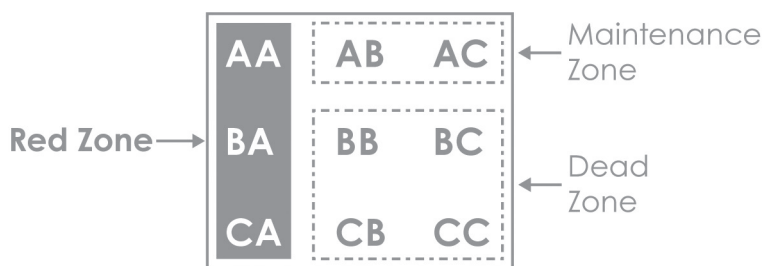
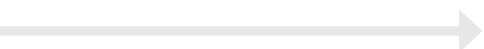


Figure 4.1

CHAPTER 5



Preparation

Example of an 8-Touch 10-day Sequence

WHAT TO DO:	Day 1	Day 2	Day 3	Day 4	Day 5	WKND
EM - Email					EM2	
VM - Voice Mail			VM1			
SM - Social Media	SM1					
DM - Direct Mail						
IP - In Person						
TX - Text						
PC - Personal Call			PC1			
VID - 1 Min. Video						
WHAT TO DO:	WKND	Day 6	Day 7	Day 8	Day 9	Day 10
EM - Email					EM3	
VM - Voice Mail						VM3
SM - Social Media	SM2					
DM - Direct Mail						
IP - In Person						
TX - Text						
PC - Personal Call			PC2			PC3
VID - 1 Min. Video						

Example of a 14-Touch 20-day Sequence

WHAT TO DO:	Day 1	Day 2	Day 3	Day 4	Day 5	WKND
EM - Email			EM1		EM2	
VM - Voice Mail	VM1					
SM - Social Media	SM1					
DM - Direct Mail						
IP - In Person						
TX - Text						
PC - Personal Call	PC1					
VID - 1 Min. Video						
WHAT TO DO:	WKND	Day 6	Day 7	Day 8	Day 9	Day 10
EM - Email						
VM - Voice Mail					VM2	
SM - Social Media		SM2				
DM - Direct Mail						
IP - In Person						
TX - Text						
PC - Personal Call					PC2	
VID - 1 Min. Video						

WHAT TO DO:	WKND	Day 11	Day 12	Day 13	Day 14	Day 15
EM - Email		EM3				
VM - Voice Mail						VM3
SM - Social Media						
DM - Direct Mail						
IP - In Person						
TX - Text						
PC - Personal Call						PC3
VID - 1 Min. Video						
WHAT TO DO:	WKND	Day 16	Day 17	Day 18	Day 19	Day 20
EM - Email						EM5
VM - Voice Mail				VM4		
SM - Social Media						
DM - Direct Mail						
IP - In Person						
TX - Text						
PC - Personal Call				PC4		
VID - 1 Min. Video						

CHAPTER 6



Prep and Numbers

OUTBOUNDING QUALIFY SCORECARD		
SOLUTION FIT		
	1 or 2	Our solution can definitely do the job
	2 or 3	You have identified at least one train, and have QC
	3 or 4	ATL has agreed with GAP Analysis
	2 or 3	BTL has a decision criteria that we can meet
	2 or 3	You have multiple trains and multiple GAPS
Possible 15	Total	
VALUE TO US		
	2 or 3	If you get this business, both you and the prospect will make money
	2 or 3	There is good upsell potential
	2 or 3	This prospect is in our target and will be a good logo
	2 or 3	You have a solid relationship with ATL and BTL
Possible 12	Total	
BUDGET AVAILABILITY		
	2 or 3	Budget is allocated or ATL knows where they can get the funds
	2 or 3	Decision Process and Budget Process are Defined
	4 or 5	There is a sense of Urgency to invest now
Possible 11	Total	
Possible 38	Grand Total	

Figure 6.1

CHAPTER 8

Daily/Weekly Skills Scorecard

EXAMPLE OF SKILLS SCORECARD

Skill	My Current Score	Score by EOM	New Score
Research Skills	5	6	
Organization Skills—System Skills	4	6	
Overcoming Fears	5	5	
Listening Skills	6	7	
Value Skills	8	8	
Multimedia Skills	7	7	
Attention-Getting Skills	4	5	
ATL/BTL Skills	6	9	
Product Knowledge	5	8	
Time Management Skills	7	7	

Skill	My Current Score	Score by EOM	New Score
Research Skills	5	6	
Organization Skills—System Skills	4	6	
Overcoming Fears	5	5	
Listening Skills	6	7	
Value Skills	8	8	
Multimedia Skills	7	7	
Attention Getting Skills	4	5	
ATL/BTL Skills	6	9	
Product Knowledge	5	8	
Time Management Skills	7	7	
Activities	My Current Score	Score by EOM	New Score
Number of Cadences Run	6	7	
Outbound Connects	5	5	
ATL Attempts	6	7	
Co Homework	7	7	
ATL Homework	8	8	
Meetings Set	7	7	
Deals Flipped	4	6	
Deals With Trains	5	6	
Deals Flipped With ATL Contact	8	8	
Percentage of Deals Flipped to Decide	7	8	
Percentage of Meetings Ghosted	6	8	

Figure 8.1

CHAPTER 11



Numbers

MONDAY / WEDNESDAY / FRIDAY CADENCE

WHAT TO DO:	Day 1	Day 2	Day 3	Day 4	Day 5	WKND
EM - Email	EM1		EM2		EM3	
VM - Voice Mail			VM2			
SM - Social Media						
DM - Direct Mail						
IP - In Person						
TX - Text						
PC - Personal Call			PC2			
VID - 1 Min. Video					VID	
WHAT TO DO:	WKND	Day 6	Day 7	Day 8	Day 9	Day 10
EM - Email				EM3		EM4
VM - Voice Mail		VM3				VM4
SM - Social Media						
DM - Direct Mail						
IP - In Person						
TX - Text						
PC - Personal Call		PC3				PC4
VID - 1 Min. Video						

TUESDAY / THURSDAY CADENCE

WHAT TO DO:	Day 1	Day 2	Day 3	Day 4	Day 5	WKND
EM - Email		EM1		EM2	EM3	
VM - Voice Mail				VM2		
SM - Social Media						
DM - Direct Mail						
IP - In Person						
TX - Text						
PC - Personal Call				PC2		
VID - 1 Min. Video					VID	
WHAT TO DO:	WKND	Day 6	Day 7	Day 8	Day 9	Day 10
EM - Email					EM3	EM4
VM - Voice Mail			VM3		VM4	
SM - Social Media						
DM - Direct Mail						
IP - In Person						
TX - Text						
PC - Personal Call			PC3		PC4	
VID - 1 Min. Video						

ProActive Outbound Scorecard–Bill Smith

Activity	Value	QTY	Day 1	QTY	Day 2	QTY	Day 3	QTY	Day 4	QTY	Day 5	SUM
Calls Attempted	0.1	20	2	30	3							
Calls Completed (2 Minutes+)	0.5		0		0							
Cadence Activity	0.1	20	2	22	2.2							
ATL Numbers	5	5	25	2	10							
BTL Numbers	2	5	10	7	14							
ATL Next Step (5 Days)	5	1	5	2	10							
BTL Next Step (5 Days)	3		0	2	6							
Daily Total			44		45.2		0		0		0	89.2
Daily Goal			50		50		50		50		50	250
% of Goal			88%		90%		0%		0%		0%	36%

CHAPTER 25



Hiring Thoughts

Profile of A Successful Outbounding Sales/SDR

Job: Sr. SDR Sales Associate

Name:

Job Skills and Knowledge	Desirable Qualities
Wants to learn and grow	Persistent
Business acumen	Goal oriented
Selling to ATL and BTL	Empathy
Listening	Relationship builder
Objection handling	Time management
Communication skills	Following a predictable methodology

Five Characteristics Needed to be Successful

Naturally Curious

Self-Motivated

Organized

Quiet Confidence

Competitive

Background: Experience and Education	Will Enjoy Doing
Competitive background	Making customers money
Some sales experience	Doing what it takes
Success track record at anything	Really listening to customers
B2B experience	Doing the impossible
Multitask	
Sense of energy	

CHAPTER 26

Dashboards and Leading Indicators

FIRST QUARTER REVIEWS–TEAM 1					
1–5 Scale (1 = Low - 5 = Excellent)					
	Bob	Mary	Jim	Debbie	Fred
PERFORMANCE	2.2	2.2	1.8	2.8	3.8
Sales Y-T-D	2	3	2	3	4
Sales Quarter Review	2	3	1	2	5
New Sales	3	2	1	5	4
Retention Sales	2	2	2	2	2
Margin Sales	2	1	3	2	4
SALES COMPETENCY	2.8	2.2	3.7	3.5	3.3
Sales Cycle Control	3	2	5	4	5
Presentation Skills	3	2	3	3	4
Sales Focus	3	3	3	3	3

FIRST QUARTER REVIEWS–TEAM 1 (continued)					
	Bob	Mary	Jim	Debbie	Fred
Product Knowledge	2	2	4	5	2
Efficient Resource Utilization	4	2	3	2	2
Customer Knowledge	2	2	4	4	4
FREQUENCY	4.0	3.0	3.3	3.5	3.2
Account Penetration	2	4	2	2	3
Territory Plan	4	4	3	4	2
Customer Support	3	3	2	3	3
Weekly Activity	5	5	3	2	2
Field Time Maximization	5	1	5	5	5
Calls Per Week	5	1	5	5	4

This grading scale shows 5 is way above expectations, 4 is right on, 3 is close, 2 is we have to talk, 1 is we really have to talk. Here is an example of the Miller 17 for an outbounding lead gen sales team.

SECOND QUARTER REVIEWS					
1–5 Scale (1 = Low – 5 = Excellent)					
PERFORMANCE	2.2	3.4	2.4	3.4	3.4
Leads Generated	2	3	3	4	4
ATL in Funnel	2	3	2	4	2
Pipeline Activity	3	2	1	3	5
Upsell Activity	2	4	4	3	2

SECOND QUARTER REVIEWS (continued)					
Leads Converted to Prospects	2	5	2	3	4
SALES COMPETENCY	2.8	4.2	2.2	3.5	4.5
Sequence Standards	3	4	2	2	5
ATL/BTL Messaging	3	4	2	4	5
Changing Cadence Messages	3	5	2	2	4
Phone Outbound Skills	2	3	4	5	4
Persistence	2	5	2	3	4
Homework Skills	4	4	1	5	5
FREQUENCY	4.0	3.3	2.2	2.8	4.7
Using Homework	2	3	2	4	5
ATL Contacted	4	2	1	2	4
Pipeline Activity	3	3	4	3	4
Weekly Outbounding	5	4	2	3	5
Outbounding Time Management	5	4	2	2	5
Objection Handle	5	4	2	3	5

What is the focus this week?

My Top Three

- | | |
|----------|--------------|
| 1. _____ | Update _____ |
| 2. _____ | Update _____ |
| 3. _____ | Update _____ |

Team

Sales

Updates

- | | |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |

Sales

Updates

- | | |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |

Sales

Updates

- | | |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |

Sales

Updates

- | | |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |

CHAPTER 27



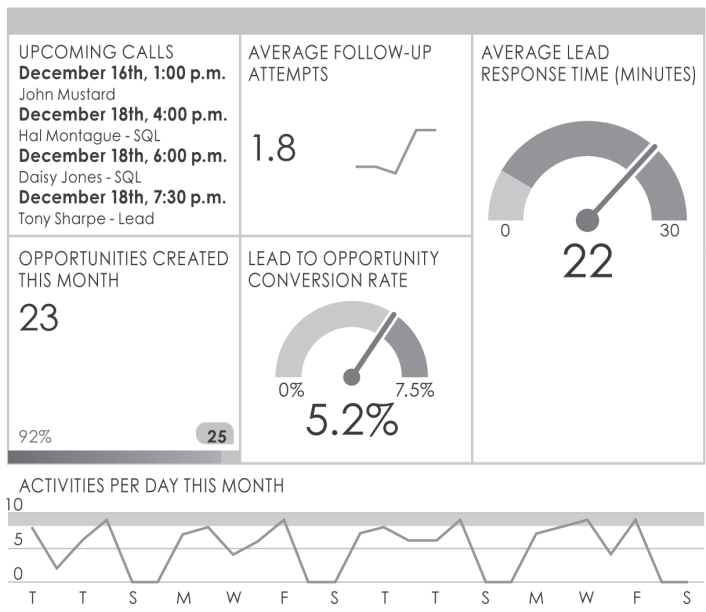
ProActive Numbers

Dashboard #1–Basic Numbers

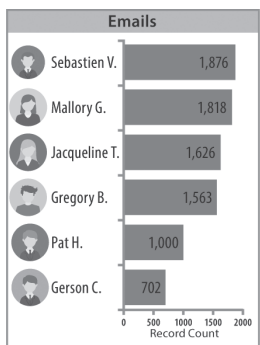
Data From Jul. 1–Sept. 30	Total Calls	Call to Mtg Ratio	Meetings 2+ min.	Mtg to Demo Ratio	Demos	Demo to Sale Wins	Sales Won
Rep 1	2196	25.68%	564	8.51%	48	64.58%	31
Rep 2	1794	10.87%	195	11.28%	22	72.73%	16
Rep 3	1842	23.94%	441	4.31%	19	42.11%	8
Rep 4	1411	23.18%	327	10.09%	33	78.79%	26
Rep 5	2122	26.86%	570	2.98%	17	47.06%	8
Rep 6	1906	27.12%	517	6.77%	35	85.71%	30
Rep 7	1859	20.44%	380	7.63%	29	72.41%	21
Rep 8	1898	21.29%	404	6.93%	28	25.00%	7
Rep 9	2524	18.26%	461	7.16%	33	39.39%	13
Rep 10	1911	25.48%	487	7.80%	38	55.26%	21
Rep 11	1908	19.34%	369	10.30%	38	47.37%	18
Rep 12	1089	25.53%	278	11.15%	31	64.52%	20
Rep 13	1970	19.90%	392	9.69%	38	36.84%	14
Rep 14	2153	24.20%	521	11.32%	59	18.64%	11
Rep 15	2031	26.88%	546	2.56%	14	14.29%	2
Rep 16	2439	16.44%	401	8.73%	35	31.43%	11
	31053	22.07%	6853	7.54%	517	49.71%	257

Dashboard #2–Basics

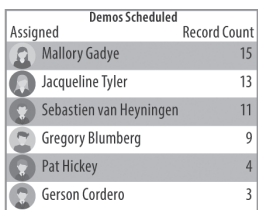
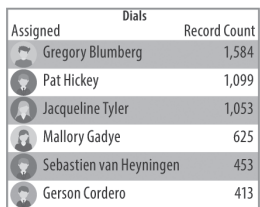
Here, the basics are covered, like opportunities created per month, how fast a lead was contacted, attempts made, and conversion rates.



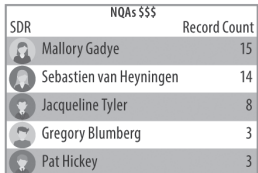
All good and basic stuff. Combine this with your Miller 17 and CT to have a forward and backward way of coaching your reps.



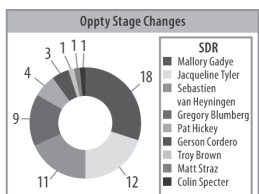
Last Month



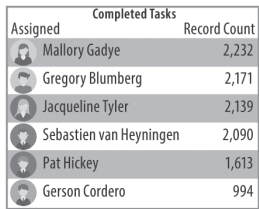
Last Month



Last Month



Last Month



Last Month

