

**Inside Sales That Gets Results**

# **SMART SELLING ON THE PHONE AND ONLINE**



**JOSIANE CHRIQUI FEIGON**

Foreword by Jill Konrath, author of *Selling to Big Companies*

**A PDF COMPANION TO THE AUDIOBOOK**

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## CHAPTER 2

# INTRODUCING

## Selling in Sound Bites

### **E-Mail Templates and Recommended Subject Lines**

Why reinvent the wheel every time you write an e-mail? Once you learn to create well-crafted e-mails that are relevant, timely, and personalized, you can easily repurpose them for new prospects simply by changing the details. The subject lines for your templates are templates too. Feel free to adapt the following to your own needs:

#### **General Broad Product Suite Introduction**

[YOUR COMPANY NAME] overview for [PROSPECT COMPANY NAME]

#### **First Introduction and Contact Information**

[YOUR COMPANY NAME] picks up speed with [PROSPECT COMPANY NAME]

#### **Second Introduction**

[YOUR COMPANY NAME] makes immediate impact with [PROSPECT COMPANY NAME]

#### **Last Attempt/Tough to Reach/Before Your Close the Lead**

It's not too Late for [PROSPECT COMPANY NAME] and [YOUR COMPANY NAME]

#### **Request for appointment**

Four minutes of your time?

#### **Lead response; follow-up on webinar, white paper download**

[YOUR COMPANY NAME] 06.12.08

#### **Qualification**

Are you ready for [YOUR COMPANY NAME]?

**Competitive**

Top three reasons why companies choose [YOUR COMPANY NAME] or four Big Reasons to an Alternative Solution to Security.

**Invitation for Event or Demo**

[YOUR COMPANY NAME]—*Bringing People, Processes, and Systems Together*

Register Today and Learn Five New Ways to Build Traffic

**Pricing and services**

[YOUR COMPANY NAME] Cost Estimates for [ABC Company]

[YOUR COMPANY NAME] Fee Structure for [ABC Company]

[YOUR COMPANY NAME] Brings Profitable Returns: 2008 Fee Structure for [ABC Company]

**Proposal and Quote Delivery**

Perfect Timing for [PROSPECT COMPANY NAME]

**News and Announcement to Existing Customer Base**

[YOUR COMPANY NAME] 2008 News and Alerts from [PROSPECT COMPANY NAME]

**Title-specific**

VP of Sales consistently endorses [YOUR COMPANY NAME]

**Vertical-specific**

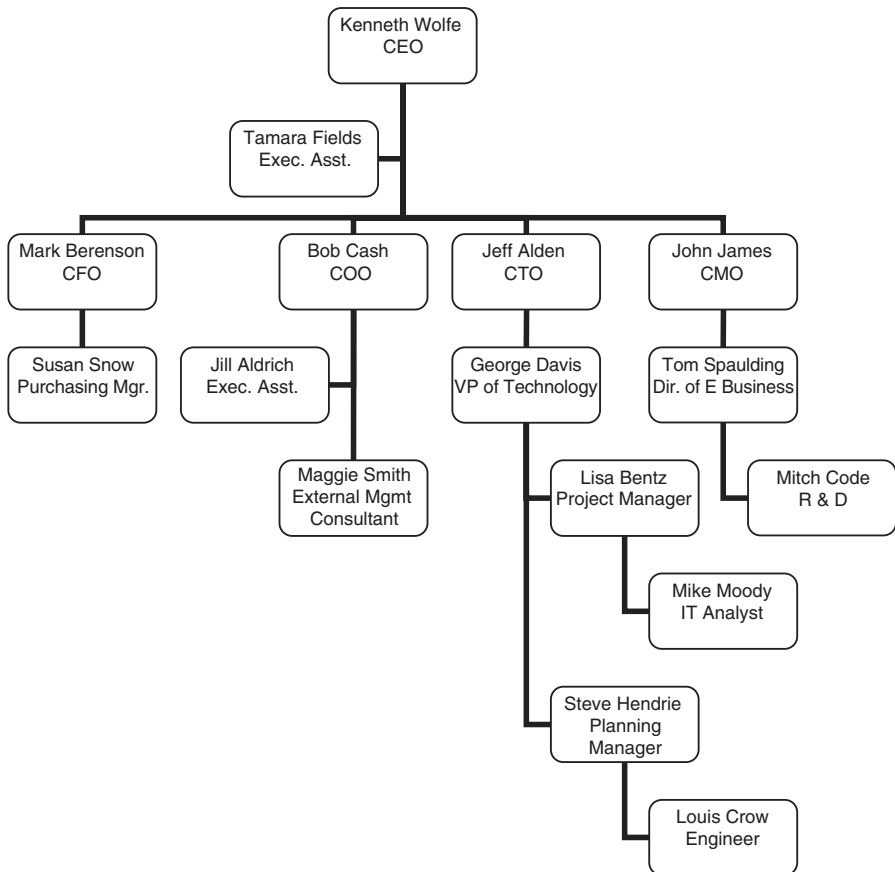
[YOUR COMPANY NAME] paves the way in the financial sector with [PROSPECT COMPANY NAME]

## CHAPTER 6

# LINKING

## Selling to Power Buyers

Figure 6-1. Org Chart Analysis



# CLOSING

## The Complex Road to Gaining Commitment

Figure 9-1. Sales Funnel Analysis

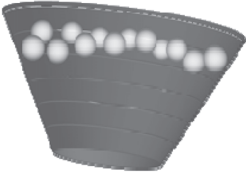
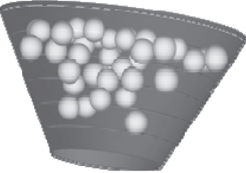
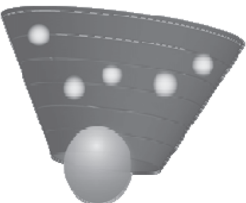
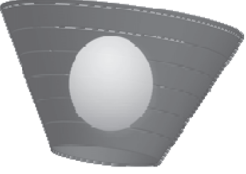
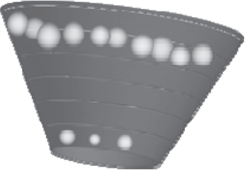
	<p><b>Funnel 1: Very little activity.</b> This funnel has a lot of unqualified leads or “suspects” floating on the top that haven’t been qualified. This may be early in the sales cycle, or the funnel may belong to a new rep, or it may be that leads were simply dumped into the bucket. Clearly, it illustrates very little activity has taken place and nothing is ready to close.</p>
	<p><b>Funnel 2: Deals floating around.</b> This funnel has more activity: there’s a combination of “suspects,” and “prospects” are mostly small deals floating at different stages of the sales cycle. Still, nothing is moving down to the close. This funnel may belong to a rep that is busy but lacks the focus to take something, grow it, and close it.</p>
	<p><b>Funnel 3: One deal is clogging the funnel.</b> This funnel has very few deals—mostly suspects, and one very large prospect, which is the deal that is in the process of closing. The rep has been extremely focused on closing that big deal and has let other business slide. Once that big deal has closed, they will have to pick up their momentum to rebuild their funnel.</p>
	<p><b>Funnel 4: One big deal is not enough.</b> This is the most dangerous and risky funnel. The rep is solely focused on that one big deal, investing too much of their time on it and ignoring everything else in the process—in fact, everything else has disappeared. Picking up momentum in this situation will be very difficult.</p>
	<p><b>Funnel 5: Small deals, little skill.</b> This funnel shows more movement but nothing is closing. Most of these are suspects. The ones that are closing could be “low-hanging fruit,” which means they are closing without much effort from the salesperson and may have just closed on their own. This funnel doesn’t demonstrate the qualification skills that show the deal growing and moving down the funnel until it closes.</p>

Figure 9-2. A Healthy Sales Funnel



# PARTNERING

## Conscious Collaboration

Table 10-1. Sample Inside-Field Partner Agreement

Team	General Roles and Responsibilities	Primary Activities
<b>Inside Sales</b>	<ul style="list-style-type: none"> <li>&gt; Involved in the entire sales cycle</li> <li>&gt; Specific responsibilities include lead generation and strategy on target accounts; designing marketing strategies that continue to reinforce branding opportunities</li> <li>&gt; Provides strong, consistent phone and online support and establishes up-sell and cross-selling opportunities</li> <li>&gt; Helps neutralize the need to have a field salesperson go on-site</li> <li>&gt; Manages geographically undesirable accounts</li> <li>&gt; Develops and grows the low-volume business of \$50K and under</li> <li>&gt; Manages installed base or “Greenfield” accounts</li> <li>&gt; Aligns closely with field team on target account strategy</li> </ul>	
<b>Field Sales</b>	<ul style="list-style-type: none"> <li>&gt; Handles face time with accounts, merchandising, branding strategy; works large accounts at the major trade shows</li> <li>&gt; Manages major business</li> <li>&gt; Manages large independent business</li> <li>&gt; Manages the high-volume business</li> <li>&gt; Helps the low-volume transition</li> <li>&gt; Reviews goals and strategies on target accounts with inside team members</li> </ul>	