



GETTING SELLERS TO MAKE

MORE QUALITY APPOINTMENTS



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LET'S FACE THE TRUTH TOGETHER.



Embracing a new approach to sales is imperative for your future success. Your sales process is currently facing a significant challenge that demands immediate attention, and we are here to offer our assistance. The fact that you are reading this eBook indicates that you are already aware of this pressing issue.

Let's acknowledge the reality together. The conventional methods of sales, which we are all too familiar with, have likely proven ineffective for quite some time now. However, the encouraging news is that you have reached a pivotal moment where you are genuinely motivated to take action.

You recognize that in order to enhance your revenue, you must be open to exploring alternative strategies. The time has come for you to embrace change and demonstrate a willingness to experiment with new approaches.

You have come to the right place! This eBook equips you with 7 powerful ideas that you can use to be a part of the high performance sales force of the future. Adopting even one of these ideas will help you to more successfully get your salespeople out on more quality appointments each week, which will drive revenue and maximize your sales performance.

Some of these ideas might be too extreme for you to take on right away while others will seem perfectly-timed. Regardless of where you are in your journey toward improving sales, you should be able to put at least one of these recommended strategies in place pretty quickly.

THE PROBLEM BOILS DOWN TO THIS:

“Salespeople are not going on enough quality appointments.”

Let's take a minute to define what we mean by a 'quality appointment.' A quality appointment is an appointment that is scheduled in advance, with a clear agenda that includes either conducting a Needs Analysis, or discussing ideas specifically related to a Desired Business Result that has been previously identified.

Sellers are not going on enough of these sales calls and we have found that it is a universal problem. We have also learned that the lack of activity is not the result of a lack of effort. In fact, salespeople may be working harder today on their approach than ever before!

HERE ARE JUST A FEW REASONS WHY:

- There are more people selling some sort of advertising or marketing solution than ever before.
- There are also fewer buyers. Consolidation has significantly minimized the number of agencies and people in charge of marketing and advertising.
- People have more sophisticated ways to avoid sellers. From Caller ID to email blocking. The rise of working remotely has made reaching people even more difficult since they don't have an "office phone".
- The use of email has allowed buyers to keep sellers at a distance.
- Thanks to online research tools, buyers are more informed today than ever before. Today, they know your products, capabilities, and even pricing before you even make contact.



**A QUALITY
APPOINTMENT IS AN
APPOINTMENT THAT
IS SCHEDULED IN
ADVANCE.**

THE AVERAGE
SELLER IS
LIKELY GOING
ON 1-3 QUALITY
APPOINTMENTS
PER WEEK.

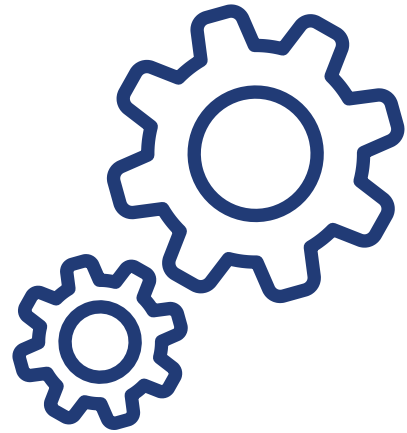


On one hand, we know salespeople need to go on more quality appointments. On the other hand, it is not realistic to believe that a buyer will be in the exact frame-of-mind, to buy exactly what a particular seller is selling, at the exact moment they decides to call them.

The average seller is likely going on 1-3 quality appointments per week. Imagine what could happen if that number doubled? Or tripled? Sound too good to be true? We assure you – it is not!

You can make this happen - you just need to make some adjustments.

This eBook gives you 7 ways to ensure your sales reps are able to go on more quality appointments each week.



“You can make this happen - you just need to make some adjustments.”



Keep Track of Quality

It is undeniable that your sales team will respect what you inspect. If you are not measuring something meaningful, you will likely be disappointed in the growth or improvement in this area.

Since quality appointments involve both Needs Analysis work and the discussion of ideas that relate to Desired Business Results, the more quality appointments that are done the more you will increase sales and establish customers.

So, this is something you will want to measure.

Start by determining your available quality appointment inventory. For instance, if you have a sales department of 10 salespeople, and you have determined that each person should have at least 2 quality appointments each day, then your available inventory is 100 appointments per week (10 salespeople x 10 quality appoints per week).



**IT IS UNDENIABLE THAT YOUR
SALES TEAM WILL RESPECT WHAT
YOU INSPECT.**

Now you can begin to track the total number of quality appointments occurring each week in your sales department, and determine how you are doing in this key area.

Warning - you might not like the numbers that you see at first. You just may not have enough warm leads to generate enough appointments yet – but we will address that throughout this ebook.

You should feel positive about the fact that you have begun to take control of this situation. By inspecting this significant part of the sales process, you will emphasize its importance to your sales team and begin the process of growth. And if you don't measure it, it will not get better on its own.





Hire Someone to Make Calls

Sales managers agree that the most important thing a salesperson can do is sell. But, with so many steps in the sales process, each one needs to be completed correctly, and no single step can be effective without all of the others. Is it fair to think that every seller has the time, talent, and focus to complete every step to perfection? Probably not.

Focus is the key to sales success and undoubtedly, some of the steps in the sales process could use a bit more time and focus. Like setting quality appointments.

YOU HAVE TO ASK YOURSELF:

- How good can an individual really become at setting quality appointments if they only spends an hour a day working on it?
- How good can they get at uncovering a client's Desired Business Results if they only do it one, two, or three times a week?

Probably not very good at all because they is never able to get enough practice to really improve.

“What if you changed your sales team structure to prevent each seller from having to be a ‘Jack of All Trades and Master of None’?”



**FOCUS IS THE KEY TO
SALES SUCCESS.**

We would recommend that you consider hiring someone with the right set of talents to be great at setting appointments, and then allow them to completely focus on setting appointments all day long – and doing little else. Imagine how good that appointment setter might become if they were setting 15, 20 or even more appointments each week!

We would also advise you to support their efforts more effectively by establishing an inbound marketing strategy that would allow more prospects to come forward, and show their interest, and allow you to effectively replace cold calls with warm ones. Hiring an appointment setter is a great way to get your salespeople out on more quality appointments.



DON'T GIVE UP.

There are more sellers out there than buyers and that's not going to swing back in your favor anytime soon. Whether we are talking about ad agencies or direct accounts, there are more sales teams out there vying for business than ever before and it's only going to get worse.

Ask any of your clients. They will tell you that they are solicited at least 25 to 30 times a day, and they just don't have the time to listen to each sales rep who wants to tell them why their product or service is the best. That is a lot of clutter!

Our research shows that it takes about 7 attempts over 16 days to break through and stand out to a prospect. We have also learned that the biggest problem here is that most salespeople give up by the 4th attempt and rarely do they even make those 4 attempts in the first 16 days.

If you want your sellers to better stand out to the prospects they are trying to reach, introduce them to the "don't give up" method of outbound prospecting. Teach your sellers to follow these detailed steps the right way, and they will have much greater success breaking through that clutter. As you can imagine, it's not enough for them to simply make 7 calls within 16 days. Your sellers need to be much more strategic than that, starting with a solid Valid Business Reason and persistently following the "don't give up" steps as outlined.

You can further help them to secure even more quality appointments, by creating an inflow of prospects that you know are interested in your product, and view you as a thought leader in their area of interest or need. Inbound prospects that have shown an interest are the most likely to respond to an appointment setter's attempts to break through.

While most companies do a great job of marketing to listeners, viewers, or readers, very few have a strategic marketing plan for attracting advertisers. Most often, companies expect their salespeople to handle their own prospecting and lead generation, and while many sellers are good at that, the best media companies have a strategy in place to generate leads for their salespeople as well. This helps more sellers go on more quality appointments and move deals through the pipeline faster and with greater success.

Inbound marketing is one of the best ways to solve the problem of salespeople not going on enough appointments or closing enough new business. By creating and distributing educational, helpful, and valuable content that answers the questions prospects have, you're able to separate your brand from everyone else.

Inbound marketing, when done well, attracts prospects, converts them into leads with gated content, and utilizes marketing automation to nurture and prepare them for sales.

With the right content in the right place at the right time, prospects will find your brand(s) via search engine results, social media, and much more.



Your inbound marketing strategy will allow you to publish premium content that both your current advertisers and prospects are genuinely interested in. The more you publish and the better the content, the more credibility you will establish in the marketplace.

Having a helpful, robust, and easily found website that is for advertisers is key to executing inbound marketing effectively.

The Grateful Dead used inbound marketing before we even knew what it was. Without radio to play and distribute their music for them, they were still beloved by millions and played to sold-out crowds all around the world. This is because they understood that free premium content is a customer magnet and the easier it can be shared, the better. You too can use inbound marketing to become a customer magnet and provide more sales-ready leads to the sales department. It's a smart idea and one that companies need to embrace or risk getting beaten by those that do.



**INBOUND MARKETING,
WHEN DONE WELL,
ATTRACTS PROSPECTS.**

Seven Steps to Lead Generation

PLAN

Determine objectives

CREATE

Develop content

DISTRIBUTE

Post content, share using social media, use keywords for SEO

CAPTURE

Generate a list of qualified prospects, using premium content offers.

ANALYZE

What's working? What's not? Adapt.

CULTIVATE

Create additional offers and points of contact to make leads sales ready.

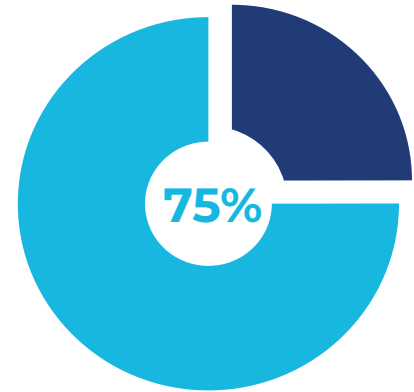
CONVERT

Use compelling bottom-of-funnel offers and a plan of approach to close.



Recently, a large client of ours conducted a very impactful survey across a number of their markets. The conclusions, while not shocking, were critically revealing. Their research demonstrated that the very best salespeople on each sales team spent an enormous percentage of their time – in some cases as much as 75% – working on things that a Sales Assistant could have done instead. To make it worse, most would agree that an assistant could have done the work faster and with better results. Like most companies, you are probably in a similar situation.

We are not suggesting that you necessarily increase your headcount and drive up your cost of sales. That is a matter you will need to carefully consider based on your specific business situation. But, we do know that it is a mistake to have your rainmakers sitting in the office doing work that a strong assistant could do even better. This presents an opportunity for you to improve sales and increase your ROI.



The very best salespeople spend as much as 75% of Sales Assistant tasks.

“It is a mistake to have your rainmakers sitting in the office doing work that a strong assistant could do even better.”

The key to successful sales support is the quality of the Sales Assistant. For this relationship to work, the assistant needs to be hired correctly, innately talented for the work that will need to be done, trained well, and given realistic expectations. Both the seller and the assistant need to respect the work of the other, work in tandem, and have each other's backs.

Your goal here is to give your top level salespeople the time necessary to make more quality appointments. Especially if you plan to take the necessary steps to increase your number of inbound quality leads, you will need to make sure that your salespeople have the resources, time, and support to do quality work.

Sticking with the same headcount you currently have, you can add new and different positions that will set you up to increase your quality appointments by 250%.

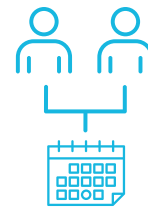
HERE'S HOW:

A standard sales team might have 10 sellers that all do the exact same job. They each go on 1 to 3 calls a week for a maximum total of 30 appointments for the team.

WHAT IF YOU REDISTRIBUTED RESPONSIBILITIES SO YOUR TEAM LOOKED MORE LIKE THIS:



1 person in charge of marketing for the sales department – ideally with an Inbound Marketing initiative. This person's job would be to attract leads and, once they are sales-ready, hand them off to the sales team.



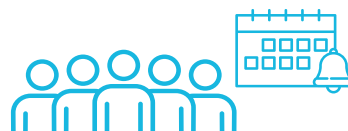
2 people in charge of setting appointments with those leads and doing some outbound prospecting in key verticals where you have known expertise.



1 person in charge of ideas, solutions and research.



1 person in charge of building presentations and order entry.



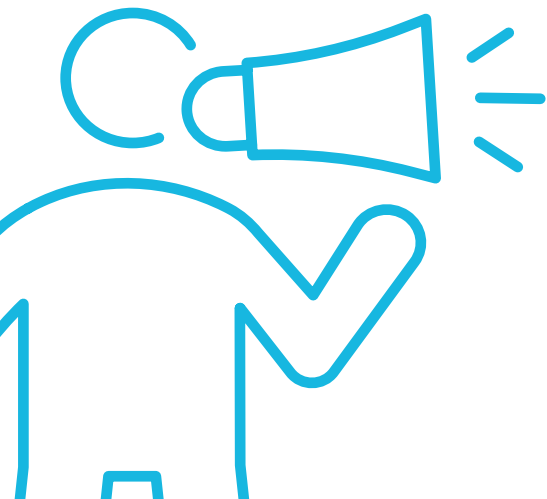
5 people in charge of going on the appointments to uncover the needs and challenges of the prospect and ultimately make the presentations. If these were their only responsibilities, there is no reason why they couldn't go on at least 3 quality appointments per day which would mean 75 total calls per week.

In this hypothetical example, while you would still have the same number of people in the sales department, they would each be much more tightly focused on a specific job. This would allow for greater mastery of skills and certainly improved performance. You would also increase your quality appointments by 250%.

While this might not be the perfect model for your unique situation, you can surely see the benefit of restructuring in this way. As exciting as it is however, it's not realistic to think you can do it all by tomorrow. What you can do right away, is begin marketing your sales department correctly in order to attract the prospects and leads you will need while you methodically put the rest of the pieces in place.



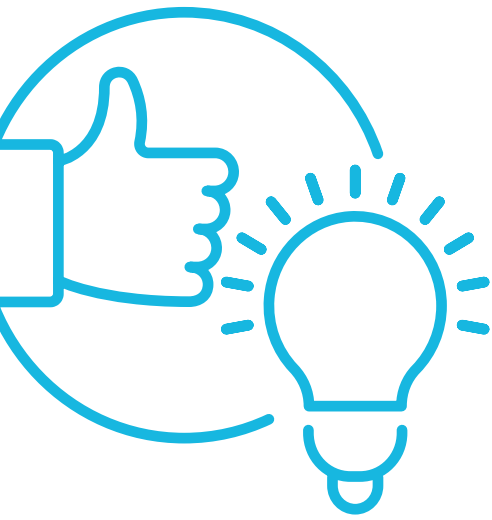
**MARKET YOUR
SALES DEPARTMENT
CORRECTLY.**





In other words, consider focusing on a category or a few categories so you can really go deep. Learn it, know it, and become an expert in how you might be able to provide solutions to businesses that do work in that vertical.

IDEAS TO TRY TO EARN MORE QUALITY APPOINTMENTS IN A SPECIFIC VERTICAL:



- Hold workshops that business owners in that category would find interesting.
- Bring in a guest speaker to your next sales meeting who has expertise in this vertical.
- Subscribe to the same trade publications as those in this industry and learn more about what they are focused on.
- Lead a sales meeting in which you discuss possible Valid Business Reasons firmly focused on why prospects in this vertical would need to see you.
- Commit to publishing information regularly as part of an inbound marketing strategy that would be of interest to this vertical.

“Become an expert in how you might be able to provide solutions to businesses.”

Establishing your company as a premiere thought leader in a specific vertical, while your salespeople are dedicatedly working to getting results for the clients in this same vertical, is a recipe for success. The ultimate goal here is to have businesses calling to ask if you could find time in your schedule to meet with them, since they heard you could help them grow their business. That is when you will have truly become a valuable resource.



IF YOU DON'T DO SOMETHING
ABOUT IT, YOU CAN'T EXPECT TO
GET BETTER.

One of the greatest challenges companies face these days involves getting their salespeople to go on more quality appointments.

There are a variety of unique circumstances that might be behind the specific issues that you are dealing with in your sales department, but there is one thing we all know for sure. If you don't do something about it, you can't expect it to get better.

We hope this eBook has provided you with some ideas on how to go about increasing the number of quality appointments your sales department makes each week.

**Learn more about how you can
put these strategies to work for
your sales organization.**



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