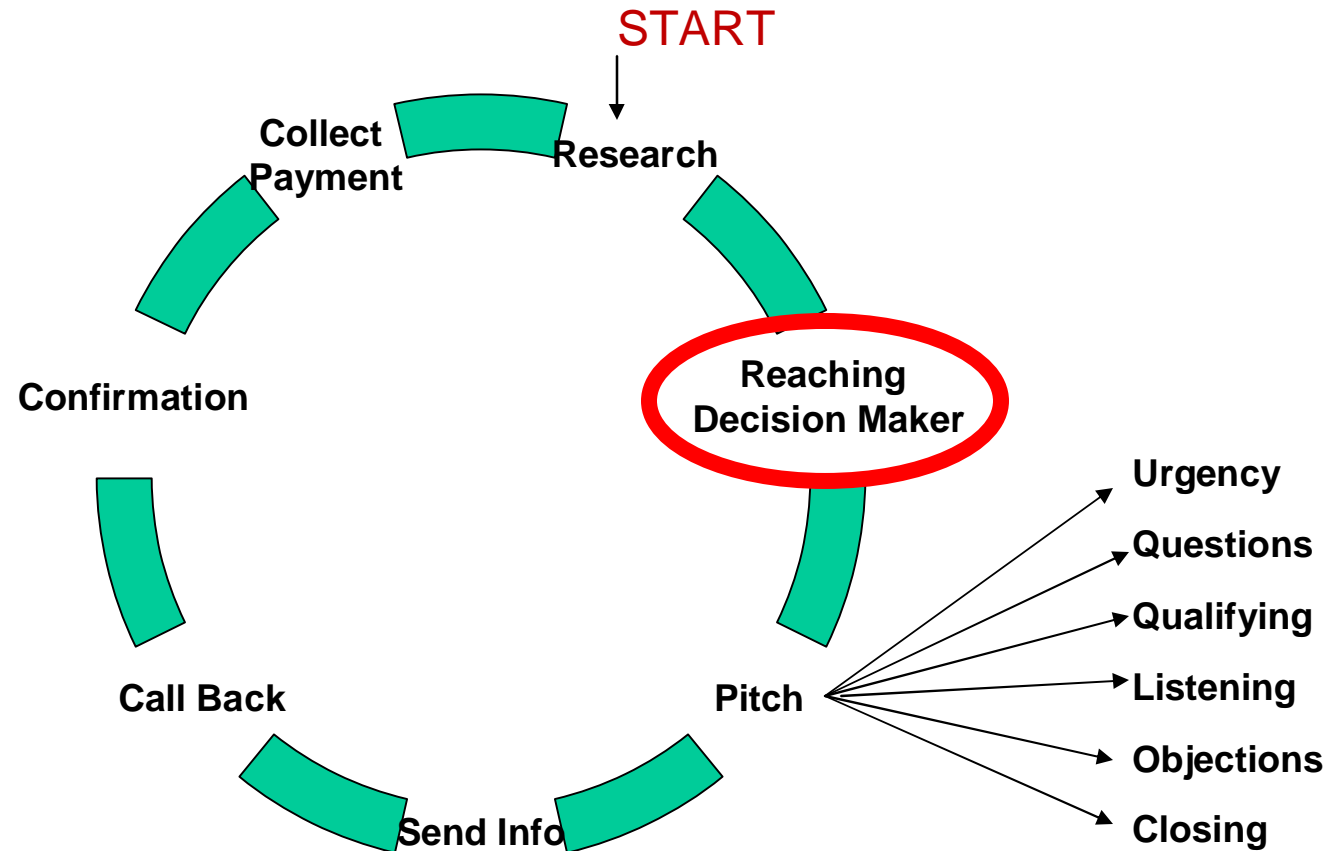


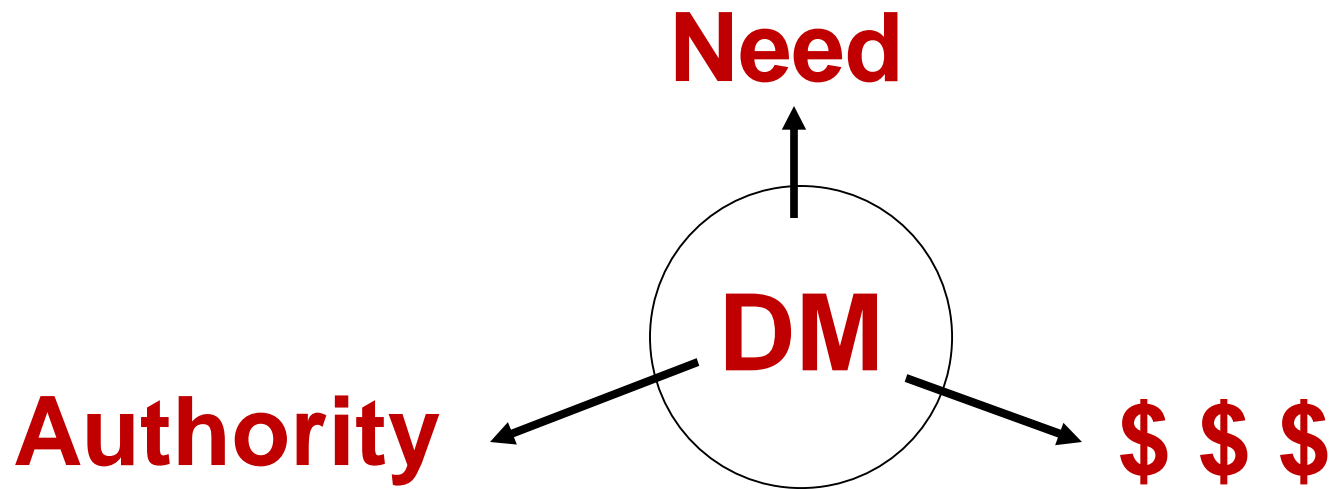
REACHING THE DECISION MAKER (DM)

Overview of the sales Process



Reaching the Decision Maker (DM)

3 Qualities of a Decision Maker?



Reaching the Decision Maker (DM)

ALWAYS Speak to the Top DM – WHY?

- It is less crowded – How many people do you think call a CFO/CPO and pitch him/her?
- You get a Decision Very Fast – and if YES, you get confirmation fast and you get payment fast.
- You can get multiple bookings.
- You can use his/her name when pitching his/her subordinates
- Budget is never an issue with a Top DM, ROI only is.

Reaching the Decision Maker (DM)

- Always speak to more than one person in each company
- Be professional to Secretaries
 - What to say?
 - Who you are?
 - Where you're from?
 - Purpose of call?
 - (Business call regarding ...
 - What not to say?
 - Never say it is a training.
- Always Have the direct line of the DM

Reaching the Decision Maker (DM)

I Can't Reach the DM? HEEEEELP!!!

1. Call Early Morning or Late Evening – before & after working hours
2. Call during lunch time – PA is not around.
3. Speak to another department and ask there for direct line & MOBILE No. of DM
4. Try 1 number up or down from the PA's tel no. eg PA no is 76593214 you try – 76593213 & 76593215
5. If you tried all you can think of, fake your way through

Call reception and ask for Mobile no since it's an emergency – accident/hospital, have a meeting shortly etc.

Methods of Lead Research

Summary

- 1. There are 3 Qualities of a DM**
 - Need, Money & Authority**
- 2. Always Speak to the Top DM**
- 3. Always Speak to more than 1 person in a company**
- 4. Be Professional to PA's but never say it's a training/seminar**
- 5. If you can't reach the DM, try & try different methods until you reach him.**