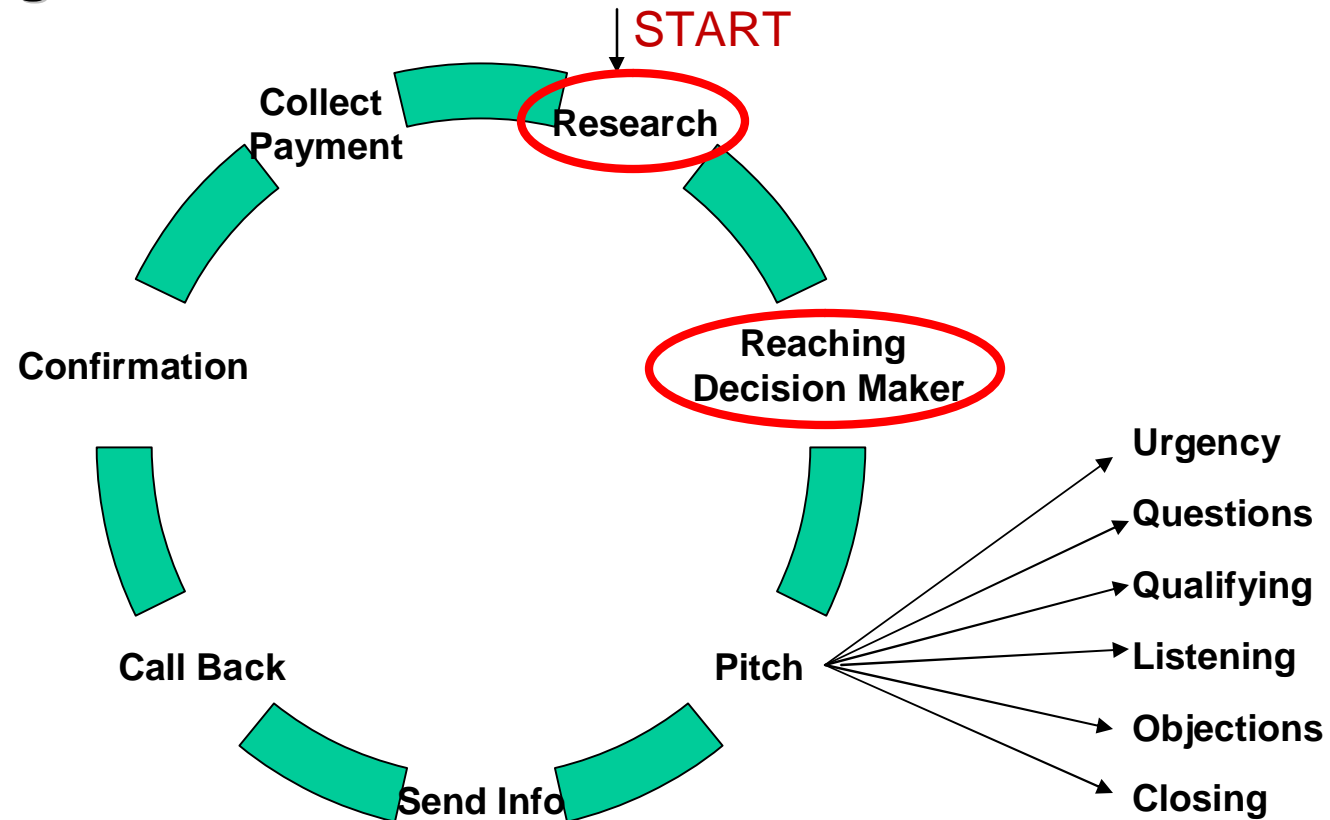


URGENCY

What have you learned so far?

The Sales Process Starts with

- 1. Research, then you work towards**
- 2. Reaching the Decision Maker**



What have you learned so far?

First, How to Do Market Research?

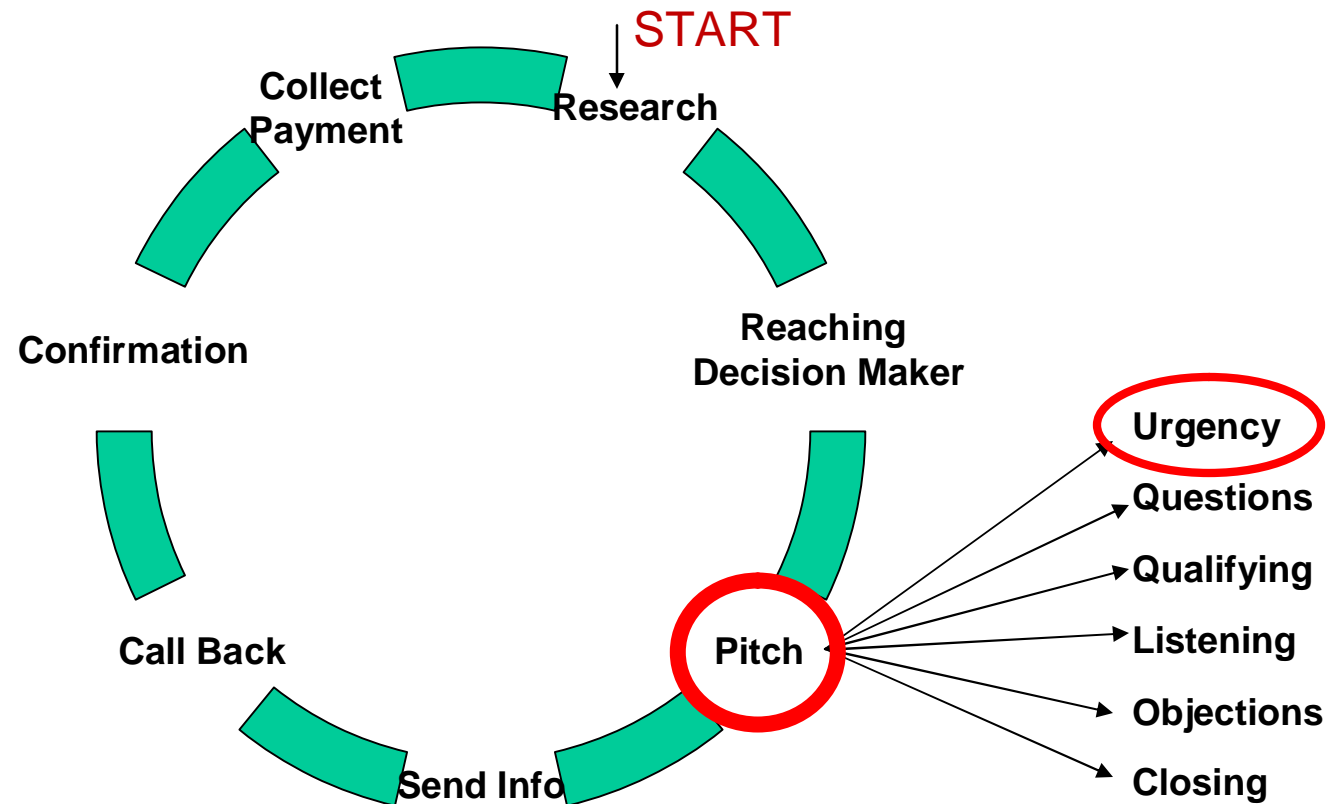
1. Thru Telephone
2. Printed & Online Directories
3. Newspapers and Business Magazines
By using *Articles & Classifieds/Recruitment*
4. Mirror the Industries/Sectors that are clients.
5. Use specific Company Websites to dig full information about
 - their management,
 - organisation chart,
 - how to contact them etc.

What have you learned so far?

Second, you learned about Reaching the Decision Maker

1. There are 3 Qualities of a DM
 - Need, Money & Authority
2. Always Speak to the Top DM and Why
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.

What are you going to learn today?



Urgency

Why?

To Get people to book now & not later.

The longer it takes to close a sale, the less is the chance of closing that sale.

When?

Immediately after you start presenting.

And you continue the urgency throughout the whole contact time with your prospect

Urgency

The Most Effective & Only Way to Put Urgency & Get Decisions Very Fast, is by Having ...

....THE RIGHT MINDSET/ATTITUDE...

which you can have when:

You Believe that You Can Get Decisions Fast

You Want to Get Decisions Fast

You Behave Fast

You Act Fast, You Talk Fast, You don't waste time, You have a sense of urgency in whatever you do.

Urgency

What Phrases to Use to Put Urgency?

- Since I have the final 7 seats, I was calling to see how many people from your organisation would book for this ...
- You can take advantage of the early bird that expires on ...
- Our workshops are limited to a maximum of 32 people and right now we have 25 on board...
- Some of the companies that have already booked are & in the pipeline there are another 13 companies that should book within this week
- Since we have a 70% re-booking rate from our regular clients, there are only a limited number of seats left.

Urgency

How to Ensure Your Credibility?

- How you Say it, is much more important than what you say.
- If the Prospect does not give a *decision* within 2 days, you DO NOT call again.
- Never call the same person more than 3 times to get a decision
- Follow this Process:
 - ✓ Pitch – 1 Call
 - ✓ 1st Call Back – 1 Call
 - ✓ Final Call Back – 1 Call
 - After your 1st Call Back send the 1st Email that includes the following points:

Urgency

How to Ensure Your Credibility?

- 1st Email Points:
 - I called but could not get hold of you;
 - Do let me know what's the status regarding the confirmation of participants for the workshop
 - If I don't get a reply to this email, I will give you a final call tomorrow.
- After the 2nd/Final Call Back, send the 2nd/Final email
- 2nd/Final Email Points:
 - I called twice and could not reach you.
 - I sent you an mail, but did not receive a reply.
 - Do let me know whether you and your team would confirm.
 - As this is the last email I'm sending, I would appreciate your quick reply.

Urgency

What to say to get Decisions Fast

Whatever the objection or the non-decision say something along these lines:

I believe that this workshop would definitely benefit people like you. At the same time it seems I'm unable to get a direction from you whether this is something that you would like to attend or not. Let me try & help you :

Is this something that you would benefit from attending?
(SHUT UP after asking this question)

If YES – then say: Great, how can we get you registered for the workshop?

If NO – then ask: What makes you say that? – then handle the objection

Urgency

What to say to get Decisions Fast

If somewhere in the middle neither yes or no, or I need more time, let me think, let me consider etc, SAY:

I do understand what you are saying, and from my past experience whenever people say that,

they almost never give an answer later anyway.

And after all, this is just a 2 days workshop.

For a person of your calibre,

I believe all it takes is to just determine whether the contents would help in doing your job better and moving up in your career.

And all it takes is 5 minutes at most to scan the contents. So rather than I call back, clog your email editor with my follow up emails, and so on, could you just tell me - Based on the contents of Title(s) of your workshop(s),

Is this something that either you or other people from your organisation would benefit from attending?

Urgency

Summary

1. You use urgency because you want to get Decisions Now
 - People are procrastinators by nature.
2. You Use urgency as soon as you start pitching.
3. Your Mindset/Attitude is the Most Important Asset
4. You Ensure your credibility by only contacting a person 3 times at most.
5. Always work to get quick decisions by simplifying the decision prospects have to make which is:
Is what you have something that they like/want to buy or not?