



PROBE – THE TOOL

The “Heart” of the Sell – Uncover the Need!

<p>I. What’s The Point?</p> <p><i>a question that elicits additional information from the prospect</i></p> <p><i>a question that can’t be answered with a simple “yes” or “no”</i></p>	<p>What questions will allow us to determine:</p> <ul style="list-style-type: none">▪ if this is a qualified prospect; and▪ his/her hot buttons:<ul style="list-style-type: none">○ attracting business;○ servicing existing customers;○ spending less and saving more; or○ sharing the business experience.
<p>II. Comes In All Sizes and Shapes</p> <ul style="list-style-type: none">▪ <i>clarification</i>▪ <i>purpose</i>▪ <i>relevance</i>▪ <i>examples</i>▪ <i>extension</i>▪ <i>evaluation</i>▪ <i>emotion</i>	<ul style="list-style-type: none">▪ what exactly? what specifically?▪ why did you? what was your rationale for?▪ how is this related?▪ describe a time give me an example of▪ tell me more▪ what are the strengths and weaknesses?▪ how did you feel when?



PROBE – OUR TOOL

The Shortest Route To The Close!

<p>I. Move To The Probe</p>	<ul style="list-style-type: none">▪ if you could save \$900 by paying \$300, why wouldn't you join?▪ are any of these critical to you now?▪ tell me about your company.▪ you've been in the industry for awhile and are still not a member. Why?▪ why did you call PPAI?
<p>II. Probe to Qualify</p> <p><i>let's not waste time trying to close an end buyer!</i></p>	<ul style="list-style-type: none">▪ what are your primary promotional product lines?▪ how long have you been in the business?▪ what companies have you purchased from (sold to)?▪ are you a member of a regional association?▪ tell me about your company.▪ tell me about your customers.▪ are promotional products your primary business?
<p>III. Probe For Hot Buttons</p> <p><i>no feature dumping allowed!</i></p>	<ul style="list-style-type: none">▪ are you interested in saving money?▪ what goods and services do you need for your business?▪ what would you think if I could save you money on those goods and services?▪ how do you market your products?▪ how could proven marketing campaigns help your sales approach?▪ how do you source your products?▪ how do you market your company within the industry?▪ how do you find end buyers (distributors, new customers) for your products and services?▪ how has the industry changed since you started?▪ how has your business changed this last year?



OPENING – THE TOOL


The “Start” of the Sell – Earning the Right!

<p>I. Greeting</p> <p><i>this is the really easy part!</i></p>	<ul style="list-style-type: none">▪ who are you?▪ who do you represent?
<p>II. Review The Destination</p>	<ul style="list-style-type: none">▪ why are you calling?▪ what’s your objective?
<p>III. The Elevator Speech</p> <p><i>earn the right to continue the conversation</i></p> <p><i>leave them wanting more – a drinking fountain not a fire hose!</i></p>	<ul style="list-style-type: none">▪ short, short, short, short!▪ not who is but what is (i.e., what problems can help you solve or what contributions can make to your success)▪ benefit not feature rich▪ describe the benefit<ul style="list-style-type: none">○ lowers cost○ helps grow○ saves○ creates success○ enhances productivity▪ attention-grabbing language<ul style="list-style-type: none">○ ton of money○ budget-friendly○ all about your bottom-line○ best pairing since peanut butter and jelly○ where coffee mugs meet baseball caps



OPENING – OUR TOOL

The Swiss Army Knife of Selling!

<p>I. Greeting</p> 	<p>Anyone who doesn't know their name or for whom they work, please see the sales manager at your convenience!</p>
<p>II. Review The Destination</p>	<ul style="list-style-type: none">▪ I'm calling today to invite you to join PPAI, your promotional products association. I'm confident we can meet your needs.▪ I know you are attending (exhibiting at) HPPA Hot Stuff Expo and are not yet a member of PPAI. I am calling to invite you to join and take advantage of our show specials.
<p>III. The Elevator Speech</p>	<ul style="list-style-type: none">▪ As a PPAI member, you receive 40+ amazing, budget-friendly benefits that more than offset your cost of membership. In addition, we provide you with tools to attract new business. And, finally, we provide you with tools to provide world-class service to your customers.▪ As a PPAI member, you receive 40+ amazing, budget-friendly benefits that more than offset your cost of membership. In addition, we can bring you inside the wholesale chain of supply. And, finally, we can help you capture more of the dollars your current customer is spending on promotional products.



VOICEMAIL – THE TOOL *The Sales Tactic That Gets No Respect!*

<p>I. What Are We Talking About?</p> <p><i>the human equivalent of junk mail!!</i></p>	<ul style="list-style-type: none">▪ the first call made to a prospect▪ and, it ends in a voicemail
<p>II. The Research Suggests</p> <p><i>the right voicemail will get you through</i></p>	<ul style="list-style-type: none">▪ 90 – 95% of calls result in a voicemail▪ no one returns a sales call▪ better results if you link your call to an activity not just an organization▪ you need to provide a reason to call back and the reason needs to resonate with them not you▪ you need to create a sense of urgency
<p>II. The Perfect Voicemail</p> <p><i>is not a dead-end!</i></p>	<ul style="list-style-type: none">▪ includes one try at hitting “0” and asking the receptionist for help in locating your prospect▪ is short and specific▪ connects a dot between the prospect and an activity▪ provides a reason to call back (i.e., the “hook”)▪ creates a sense of urgency <p>Good Morning. This is Marcia (972.258.3032) with PPAI, your promotional products association. There has never been a better time to ensure that your customers are purchasing all of their promotional products needs from you! Let’s talk soon – before your customer’s next inquiry! Marcia, PPAI, 972.258.3032</p>



VOICEMAIL – OUR TOOL *An Attention Grabber **Not** A Cold Call Dead-End!*

<p>I. The Objectives</p> <p><i>“Make them look!”</i></p>	<ul style="list-style-type: none">▪ objective #1: create as many “shoppers” ahead of the show as we create during the show▪ objective #2: close as many of the “shoppers” ahead of the show as we do during the show
<p>II. The Goals</p>	<ul style="list-style-type: none">▪ one (1) in lucky thirteen (13) voicemails calls back – “shoppers”▪ close one (1) in lucky seven (7) call backs – “buyers”
<p>III. The Hook</p> <ul style="list-style-type: none">▪ why just wait for the phone to ring? let’s talk soon!▪ let’s talk soon – before your customer’s next inquiry!▪ let’s talk soon – before that next order is placed!▪ let’s talk soon – before that next order is placed!▪ time is running out – let’s talk before the show!▪ let’s talk soon – before you ship that next order!	<ul style="list-style-type: none">▪ there has never been a better time to let end-buyers find you!▪ there has never been a better time to ensure that your customers are satisfying all of their promotional products needs through you!▪ tired of turning away business because you aren’t familiar with the products your customers need?▪ why spend your valuable time on the internet or searching through catalogs to source product?▪ why attend another show without the full benefit of net pricing that your suppliers routinely provide to promotional product consultants?▪ why wouldn’t you spend less than \$1 per day to save \$4,000 or more on your ordinary business expenses?



CLOSING – THE TOOL

The “Tough” of the Sell – Don’t Get Strung Along!

<p>I. What’s The Point?</p> <p><i>the most important stage!</i></p>	<ul style="list-style-type: none">▪ Actions we take to:<ul style="list-style-type: none">○ gain agreement to the sale; or○ persuade prospects to make the necessary commitment.
<p>II. Comes In All Sizes and Shapes</p> <ul style="list-style-type: none">▪ <i>alternative close</i>▪ <i>assumptive close</i>▪ <i>compliment close</i>▪ <i>customer-care close</i>▪ <i>never-the-best-time close</i>▪ <i>no-hassle close</i>▪ <i>repetition close</i>▪ <i>selective-deafness close</i>▪ <i>standing-room-only close</i>▪ <i>summary close</i>▪ <i>valuable customer close</i>▪ <i>ultimatum close</i>	<ul style="list-style-type: none">▪ offer a set of choices▪ act as if they are ready to decide▪ flatter them into submission▪ your customer care team member calls later and reopens the discussion▪ for those who are delaying▪ make it as easy as possible▪ repeat a closing action several times▪ respond only to what you want to hear▪ show them how others are queuing up to buy▪ tell them all the things they are going to receive▪ offer them a special “valued customer” deal▪ show negative consequences of not buying



CLOSING – OUR TOOL

Sell on the tangibles, close on the intangibles!

<p>I. What Does It Look Like?</p>	<ul style="list-style-type: none">▪ I am more confident than ever that we can meet your needs. PPAI supports my confidence with the Total Satisfaction Guarantee. If at any time you are not sold on the benefits of PPAI membership, we'll refund your dues. What do you think?
<p>II. Overcoming Objections</p> <p><i>use everything you have – waiting doesn't buy you anything!</i></p>	<ul style="list-style-type: none">▪ how would you feel if I offered you a \$100 gift card? paid a year of dues to the regional association of your choice? give you your first three months of membership free?▪ have I mentioned our Total Satisfaction Guarantee?▪ why wouldn't you want to join?▪ what is your hesitation?▪ this is an important decision. how can I help?▪ how do you feel about what we've discussed?
<p>III. Overcoming Yourself</p> <p><i>you know what to do, just do it!</i></p>	<ul style="list-style-type: none">▪ bad day or bad attitude?▪ celebrate effort and victory!▪ be sales responsible self-starting and self-motivated.▪ do the hard work that makes selling easy.▪ don't get down on yourself and, don't quit!▪ hang around positive people and, avoid negative talk and negative people like the plague.▪ have some fun!▪ are you a winner or a whiner?▪ change happens – move with it and enjoy the adventure!

Join PPAI

it's all about growing your business!

it pays for itself!

it's part of a bigger picture!

1-888-I-AM-PPAI
membership@ppai.org • www.ppai.org

Join PPAI

and we'll sweeten the pot

at the show

with show-stopping, value-enhancing membership specials

Act Now And Receive Either:

3 Free months of PPAI membership **12** Free months Regional Association membership

And Don't Forget The PPAI Total Satisfaction Guarantee!

Join PPAI

and we'll sweeten the pot

this week

with show-stopping, value-enhancing membership specials

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And Don't Forget The PPAI Total Satisfaction Guarantee!

Join PPAI

It Pays
For Itself!

members-only
discounts

exclusive
business partner
savings

PPAI



Join PPAI

It's All About
Growing Your
Business!

distinguish
yourself to
end-buyers

take your
service to the
next level

PPAI



Join PPAI

It's Part Of
A Bigger
Picture!

expand your
industry
knowledge

stay on
top of
industry
issues

be recognized
for your
contributions

PPAI



Join Today
Take 5
And Apply!



PPAI

Join Today
Choose
3 FOR FREE
Plus 1

or Choose
2 FOR 1
Plus Both



PPAI

Fall 2010 voiceREACH Scripts

voiceREACH (#1)	<p>Good Evening. This is (Connie).</p> <p>Your plan to attend the upcoming (PPAMS) show in (Murfreesboro) tells me you're interested in growing your business even in today's economic climate.</p> <p>Why not join Promotional Products Association International before the show? It's the membership that pays for itself.</p> <p>Please call me at 888-426-7724 to discuss how you can be part of a bigger picture.</p> <p>Thank you. I'll try again.</p>	<p>Good Evening. This is (Marci).</p> <p>Your plan to attend the upcoming (Printwear Show) show in (Charlotte) tells me you're already part of the promotional products industry but without the instant clout provided by a membership in the Promotional Products Association International.</p> <p>Why not join before the show? It's the membership that pays for itself.</p> <p>Please call me at 888-426-7724 to discuss how you can source, sell, and service more of your customers' needs even in today's economic climate.</p> <p>Thank you. I'll try again.</p>
voiceREACH (#2)	<p>Good Evening. This is (Connie).</p> <p>I'm sorry we weren't able to talk before the (PPAMS) show in (Murfreesboro).</p> <p>I am so confident about what a Promotional Products Association International membership brings to your table that I'll sweeten the pot. Swing by our booth, join PPAI at the show, and take advantage of our show-stopping, value-enhancing membership specials.</p> <p>Travel safely and we'll see you at the show.</p>	<p>Good Evening. This is (Marci).</p> <p>I'm sorry we weren't able to talk before the (Printwear Show) show in (Charlotte).</p> <p>I am so confident about what a Promotional Products Association International membership brings to your table that I'll sweeten the pot. Swing by our booth, join PPAI at the show, and take advantage of our show-stopping, value-enhancing membership specials.</p> <p>Travel safely and we'll see you at the show.</p>

voiceREACH (#2)	<p>P-PAMS Murfreesboro</p> <p>H-P-P-A Houston</p> <p>CAP-PA Live Oak</p> <p>P-P-A-F Orlando</p> <p>R-M-R/P-P-A Denver</p> <p>Az-PA Mesa</p> <p>P-PAM St. Charles</p> <p>P-PAM Overland Park</p> <p>P-P-A-S Grapevine</p> <p>C-P-P-A Rockville</p> <p>N-W-P-M-A Seattle</p> <p>The SAAC Show Long Beach</p> <p>Promotions East Atlantic City</p> <p>MAPPS Grapevine</p>	<p>Printwear Show Charlotte</p> <p>Printwear Show Long Beach</p> <p>Embroidery Mart Nashville</p> <p>Leroy, Connie and Willie</p> <p>Kristi</p> <p style="text-align: center; color: red;">At your convenience, NLT May 21st. Thank you!</p>
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