

The Smart Calling Social Engineering Process

This will be a valuable training session on how to get your very best form of sales intelligence, that you will then use to create interest and responses to your voice mails, and opening statements with prospects.

Think about how valuable it would be for you if you knew, on a prospecting call, before speaking with a decision maker,

- Whom they are buying from now
- What they're paying
- Problems they have with what they're using
- That they are in the market now for your type of product/service
- Any recent or planned changes that affect what they buy as it relates to your types of products/services
- How the buyer likes to communicate and be sold to
- The buyer's personal interests and passions
- What to **avoid** when speaking with the buyer
- Any other people involved in the buying process.
- The best way to reach the buyer

Would that make it easier for you to tailor a personalized, customized relevant message that you could use on voice mail, and to get instant attention in the first critical few seconds of a phone call with the decision maker?

So why don't you have that information?

If you don't, it's probably because you are not **asking** for it.

It is there. You just need to speak with people other than your decision maker before you approach him or her.

And that's the not-so-secret, secret that gets calls returned, and gets salespeople in.

It is knowing and using valuable sales intelligence that allows you to personalize, customize, and tailor your messaging so that it is relevant to the listener.

Makes sense, doesn't it?

I've been teaching and practicing this for years. Its's called Social Engineering. Many of you have adopted it and show the results every day.

Others, sadly, place generic talking form letters, repeating the same old things call after call, getting the same old results.

To explain the simple process, after you have done your online and offline research on a prospect, and your LinkedIn research, then your goal is to speak with someone other than your targeted decision maker.

It can be done...

-As a separate call before your first call to your prospect; and,

-Every time you call your prospect, regardless of where you are in the sales process.

I find this to be the most underutilized tool available to salespeople and the one that has the greatest possible payoff.

All it requires is that you take the time to do it, develop a sense of curiosity, and have some conversational questioning techniques.

Completing all of these steps might help you realize something many of us have already:

People are willing to give you amazing amounts of quality information **if you just ask them.**

Computer hackers have known this for years. They are the ones who popularized the term and practice. We, of course, do it for reputable purposes: to help people and the organization as a whole with our results and solutions.

The social engineering process for Smart Calling is as follows.

1. Identify yourself and your company: This immediately shows that you are not hiding anything.

Hi, I'm Jason Andrews with National Systems.

2. Ask for help. Most people have an innate desire to be helpful to others in some way.

I hope you can help me out, or

I need some assistance.

3. Use a Justification Statement. This is the key that will unlock the most useful information. Some examples are:

I want to be sure that I'm talking to the right person there

I'm going to be speaking with your VP of Sales, and want to be sure that I have accurate information

So that I'm better prepared when I talk to your CIO, I have a few questions you probably could answer

4. Ask questions. Of course you want to ask about the basic, factual material for which you might not have information yet.

This depends both on what you sell, and the level of person with whom you're speaking. In general, the higher up you go, the better the quality of information.

And, here is another benefit. As a result of being in a conversation with someone else, many times an assistant to the buyer, you are building rapport with them. They recognize that you are not a typical salesperson. Often, they will help you get to the buyer, and even arrange it.

Why not start right now?

Smart Calling Exercise

1. Prepare your own script for social engineering using the process we just went through. Be sure you have a justification statement you are comfortable with.
2. Brainstorm for the questions you will ask at all levels of an organization, and write them out. Use social engineering and you will make your prospecting calls much smarter, and successful.

So now that you have all of this great intelligence, you want to plug it into the proven Smart Calling process for your voice mails and opening statements. Of course I encourage you to get the best selling book that pros worldwide are using to get through, get in, and sell to new prospects, and you can order yours at amazon, and I encourage you to get your free companion course with hundreds of dollars worth of supplemental tips, scripts and word for word messaging to help you prospect successfully, without rejection. Go to smart-calling.com

And, if you don't want to wait for the book, I also have a free fill in the blanks template with additional video training on putting together your own interest creating word for word voice mail and opening. Get it at <http://Salesbyphone.com>

The Quote of the Day

"A question that is never asked is a lost opportunity for learning." — Nido Qubein