



Sales and prospecting strategies which
attract more **PROSPECTS**, retain more
CLIENTS and drive more **SALES**.

theprospectingexpert,inc.



STEVE KLOYDA

THE ART OF THE SMART ... *Phone*



Welcome!



Early in my business life, I was fortunate to meet Tom Vanyo who not only believed in me and inspired me, but also provided me with wisdom that guides me to the present day. He deeply impressed upon me the value of personal development and continued learning. He taught me that life is education, and though we may stop learning, the opportunities for learning never end. When you think you have arrived and know all there is to know, take a look around; you may have missed something.

I'm sure you have heard the saying that "knowledge is power." If that were true, we could go to the library and sit there for a year and come out the most powerful people in the world. But that is not how it works. It is the application of knowledge that changes the result. Remember this, results are truly the measure of how well you and I apply what we learn in life.

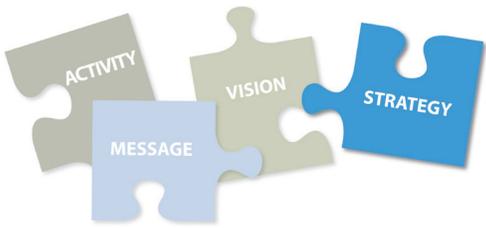
What you are about to experience will be invaluable only if you apply what you learn about how to effectively communicate with others and most importantly, what you learn about yourself.

I challenge you over the months ahead to learn, apply and change. If we change, the results will change for us. A wise man once said, "The mind is like a parachute, it only works when it is open."

Be Blessed!

A handwritten signature in blue ink that reads "Steve".

Steve Kloyda
Founder & President
The Prospecting Expert, Inc.

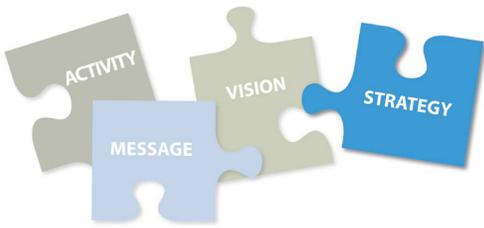


The Prospecting Planner™

WHERE DO YOUR PROSPECTS COME FROM?

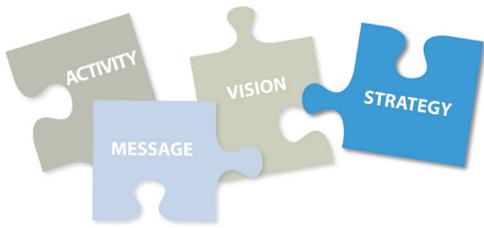


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6	5	4



Phone Power Principles™





1 First Call Approach

1) Gatekeeper Approach

Hello, this is _____ with _____. I would like to speak to the person responsible for making decisions about _____. Could you tell me who that person would be please?

A) The Dreaded Question™ — What is this call about?

We have created a unique process that will eliminate (pain) and increase (benefit). I realize that he/she receives many calls like this, and at this point all I am asking for is 120 seconds of their time. I promise I will be very respectful of their time, is that fair enough?

2) First Call Approach

Hello, this is _____ with _____. I know that you weren't expecting my call today, is this a convenient time to talk?

A) Confirm the Right Person (optional)

I was directed to you as the person responsible for making decisions about _____. Is that correct? (move to Purpose).

3) Follow-up Approach (relive the past)

Hello, this is _____ with _____. You may recall _____. Is this a convenient time to talk?

4) Referred Approach

Hello, this is _____ with _____. I was referred to you by _____. Is this a convenient time to talk?

2 Purpose

Pain (Brainstorm)

Eliminate _____

Reduce _____

Avoid _____

Pleasure (Brainstorm)

Increase _____

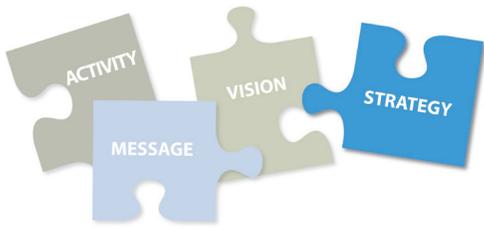
Expand _____

Maximize _____

The Unique Message Template

We have created a unique process/strategy that will (eliminate their pain) and (increase their pleasure) ... [create your own statement in the space below]

OR: The reason for my call today is simply to ask for the opportunity to meet with you and share with you how we can (eliminate their pain). What is your availability next week?



3 Questions (Designed to identify an opportunity)

- A) Who _____

- B) What _____

- C) When _____

- D) Where _____

- E) How _____

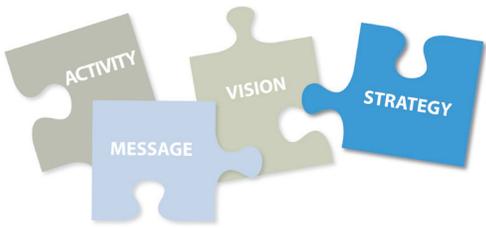
4 Listening (In every call, something is revealed)

5 Objections

- A) **I'm not interested.**
You must have a very good reason for not being interested, do you mind if I ask why?
- B) **Identify the real reason.**
I can appreciate _____, is there anything else holding you back?

6 Action

- A) **The Pulse Test™**
Based on what I have shared with you, how does that sound?
- B) **The Change Close™**
At this point, I am not asking you to change anything. The whole purpose of the meeting is to give you an opportunity to compare _____ with _____, and see if that makes sense, okay?
- C) **The Fair Enough Close™**
I realize that we have never done business before. I know that you receive many calls like this. At this point all I am asking for is one opportunity to earn your business and your trust. I know that trust takes time and it doesn't happen with one phone call. I am confident enough in myself and our abilities at _____ that if you would be kind enough to allow me one percent of your trust, I know I can earn the rest. Is that fair enough?



Program Notes

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STEVE KLOYDA

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