



COLD CALL LIKE A BOSS

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Module 4

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Always discovery first

If you follow a great process, sales will be scalable, repeatable and teachable. Without a process, it's just *good luck*.

Get Attention
Control (Contract)
Discovery
Relevant Response
Next steps

If you 'pitch' or in any way discuss how you can help a prospective customer before you've learnt about their world, their current state, their challenges and desires you will ring the sales alarm. Telling a prospect why they should buy from you before you've investigated to see if they 'should' buy from you, is at best poor sales practice and at worst – arrogant.

When can you do discovery?

Any time you hit a roadblock – dig down into what they've said with great questions.

Where should you go when you hear these? (*Hint - these aren't requests for a pitch*)

"Price was always the issue"

"We're looking at this, but I don't know much about it"

"So, what do you do at XYZ then?"

"How do you differ from what we currently have?"

"We're not looking at that right now"

"We are actually looking at this right now"

"What do you do?"

"What is the call in regard to?"

What is most important to them?

You must be able to answer this

Nobody wants advice



‘In the history of calming down, nobody has ever calmed down by being told to calm down’

When we are told what to do, shown what to do, or feel we are being persuaded, cajoled, or influenced - we push back. Even if we know the advice is sound, we will often go against our best interest ‘because someone else told us to’ and we feel we’re having our freedom to choose removed.

- “What you want to do is”
- “We could help you.....”
- “We’ll save you money”
- “I’ll tell you what you should do”
- “Well, if I was you”
- “Why don’t you do this”
- “I’m not being funny, but...”
- “I’m going to talk to you today about”
- “My call today is about”
- “We can save you time and money on....” (how do you know!?)

How did you feel when you had an issue and people just told you what you should do without listening to you? (Sometimes you just need a thoroughly good listening to!)



When you tell your doctor (A consultant) you have a headache, they don't immediately give you a solution.

DOCTOR – *“I want to talk to you about these new pills we've got”*

PATIENT - *“Erm, don't you want to know what's up with me first!?”*

The pills *may* turn out to be the best solution but before they are prescribed the doctor 'chunks down'

DOCTOR – *“Tell me, what's brought you here today?”*

PATIENT - *“I've got a headache”*

DOCTOR - *“How long have you had this headache for?”*

- *“How strong is the headache?”*
- *“Where in your head is the pain?”*
- *“Do you have a history of getting headaches?”*
- *“What have you tried so far to get rid of the headache?”*
- *“How is the headache impacting your day?”*
- *“Do you have any other pains?”*
- *“Do you have a temperature?”*
- *“Is there a family history of headaches?”*
- *“Are you sleeping well?”*

**'It's easier to sell painkillers to someone who has a headache'
– So, what is your prospects headache?**

Always Discovery First

To deliver an impactful sales approach you 'must' lead with discovery around your customer's needs. It's questions first, until you understand their world. (Spotlight effect).

People answer questions

When the brain hears a question, it automatically sets to work on answering it.

Do **NOT** think of the answers to these questions

- Who sang Thriller?
- What colour submarine did the Beatles sing about?
- What country would you find the great Pyramids?

- What is the earliest holiday memory you have?

It is impossible to *not* think of answers. You may not recall the answer straight away, but your unconscious mind continues to work on it.

Have you ever been unable to think of the answer to a question and then two days later BINGO! It pops in your head when you were not even thinking about it.

This is because your subconscious brain keeps working on a solution when your conscious brain is attending to other things. *It is this same part of your brain that emotions live in.*

Ask a great question and you'll make people feel an emotion – and people make their buying decisions based on emotions.



OPEN

Open questions elicit a longer more detailed response and cannot be answered with a simple yes or no:

WHAT...?

WHEN...?

WHERE...?

WHO...?

***WHY...?**

HOW...?

CLOSED

Closed questions are great when you want a closed answer or to shorten a conversation. Used at the wrong time they will shut you out.

DO...?

CAN...?

WILL...?

DOES...?

IS IT...?

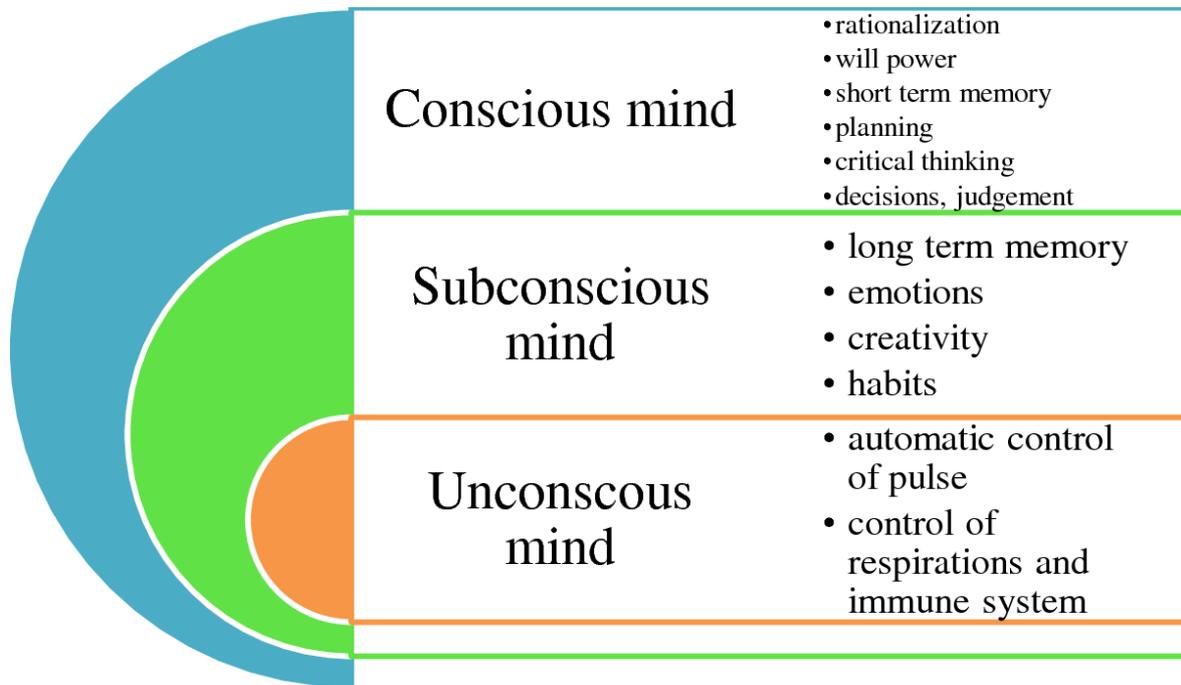
WAS...?

"Successful people ask better questions, and as a result, they get better answers." - Tony Robbins



***Be wary of asking 'why' questions. They can be aggressive and confrontational. Try swapping them for a 'what' question.**

Questions hi-jack your brain



When you hear a question, you literally cannot think of anything else.

When you hear a low-quality question that is simple to answer, little thought is needed as the answers are easily at hand in your conscious mind.

When you hear a quality question you must look back into your memory bank and deeper subconscious to find the answer – quality questions make you **think AND feel!**

If you ask GREAT questions, they can help people have new thoughts, new ideas and look at new possibilities.

How do you feel when someone asks you a great question?

Has a question ever 'stayed with you'?

- *What is 'on hold' in your life that shouldn't be?*
- *What is the one thing you would regret if you never did anything about it?*
- *If you could do anything with a guarantee that you would succeed, what would you do?*
- *What sort of person do you know you're capable of being that you wouldn't want to be?*
- *What is one step you can take today to get you closer to where you want to be?*

Asking questions is 3 times more persuasive than presenting information. Work on your questioning skills and you will drive your results.



1. *So, how do you currently....?*
2. *What made you look at doing that in the first place?*
3. *What else do you do that is similar?*
4. *What's most important to you about XYZ?*
5. *What would be a great outcome of changing your XYZ provider?*
6. *What did you originally get XYZ to achieve?*
7. *If what you use now could achieve anything else for you what would you want it to do?*
8. *Who else is this important to at your company?*
9. *Who else is tasked with solving this problem?*
10. *Who else cares about this?*
11. *If this could achieve anything for you – what would it be?*
12. *You say you originally installed XYZ because of XYZ issue – is that still a problem?*
13. *How important is this right now?*
14. *How often do you look at this?*

15. *On a scale of 1 -10 how much of a priority is this to you?*
16. *Let's say you had a solution in place for six months, what would it have to have done by then?*
- 17. *Would it be crazy for us to book in twenty minutes to investigate this further?***
18. *What else have you tried?*
19. *Can I ask an awkward question?*
20. *Would you be comfortable with that?*
21. *Who else would be excited about this?*
22. *Tell me about your current situation.*
23. *How often is this discussed?*
24. *What would be a perfect solution for you?*
25. *Would you be open to exploring this a bit further Dave?*
26. *Tell me about the impact this is having?*
27. *Is this a problem worth solving?*
28. *Would you be kind enough to.....?*
29. *Where could you see this having the biggest impact?*
30. *What are you thinking?*
- 31. *Have you learnt enough today to feel you'd be happy to have a deeper dive?***
- 32. *Other than XYZ, what else could you see getting in the way of this?***
- 33. *What would you like to see happen next?***
- 34. *Tell me about your usual process on decisions like this.***
35. *What did you originally get your current system to achieve?*
36. *Tell me more about that.*
37. *So how does that work?*

38. *What else have you tried?*
39. *How is this affecting your team?*
40. *What affect does this have on the business?*
41. *What affect is this having on you?*
42. *What is it about this that keeps you awake at night?*
43. *Tell me about your current solution.*
44. *How often is this discussed?*
45. *What would be a perfect solution for you?*
- 46. *From what we've discussed, would you be open to exploring this a bit further?***
47. *Where could you see this having the biggest impact?*
- 48. *Is there any more information you need before we put a meeting in the diary?***
49. *How can you see this working for you specifically?*
50. *How would this fit in with your current model?*
51. *When would you need this to start?*
52. *What might come up that would mean this meeting couldn't happen?*
- 53. *Would you be comfortable setting a time to look at this in more detail?***
- 54. *What would you like to do next?***
- 55. *Out of what we've discussed, is there anything that stands out to you?***
- 56. *I'd love you to see/feel/hear how this could work for you - how do we make that happen?***

Discovery questions

List five questions you're going to ask before you present to discover the most relevant, important and engaging needs of the client.

Chunking down

Sometimes the person you are talking with is speaking at a very high level, covering general ideas and themes. Leaders often like to think this way, with grand plans and visions.

Sometimes you deliberately start this way, getting a big picture before you dive into detail.

Chunking down is getting more detail by probing for more information about the high-level information you already have. The goal is to find out more, fill in the empty gaps in your picture, *test the reality* of the situation, and so on.

The more you ask chunking questions, the more you will find further detail. Keep going and you'll soon end up in the weeds. In fact, if you go too deep, you can get lost. A tip: try to stay within three chunking levels for most of the time, digging deeper only on topics of particular interest where you want to bottom out the subject.

Chunk down by asking questions such as:

- ***How did you do that?***
- ***What made you think that?***
- ***Explain to me..***
- ***Tell me about that***
- ***What, specifically,...***
- ***Tell me more about...***
- ***What is most important to you?***
- ***Then what?***

Chunking up

Sometimes the person you are talking with is already down in the details. Some people are happiest when they have their teeth sunk into the grit of a tangible problem. Yet it can also help them if they come up for air and see the big picture -- and maybe find they were digging in the wrong place.

To chunk up, you are doing the opposite of chunking down - looking for a more generalized understanding. This includes looking for overall purpose, meaning, linkages, etc.

Chunk up by asking questions such as:

- ***What does that mean?***
- ***Let's look at the bigger picture...***
- ***How does that relate to...?***
- ***What are you trying to achieve?***
- ***What do you really want?***
- ***Ok, let's take a step back***

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