

Prospecting During Times of Uncertainty: Making the Uncomfortable More Comfortable



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Agenda

- **Why we need to continue prospecting**
- **Prospecting methods in the age of Corona**
- **How to craft a compassionate and empathetic email**
- **How to open up your prospecting call**
- **Now is the time to research and customize**
- **Why Video is now a MUST use and not a nice to have**
- **How to handle the objection, “Call me in May”**
- **Answering your questions LIVE!**

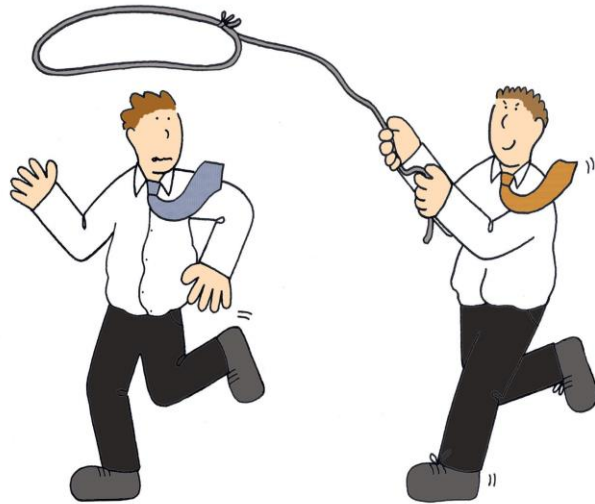


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Why we Need to Continue to Prospect

- We will need to sell our way out of this situation
- Prospects still need to solve their issues
- We need to have revenue in Q2, Q3, and Q4
- You need to pay your bills!



Some sales people will do anything to clinch a deal.....

CartoonStock.com

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Prospecting Methods in the Age of Corona

- Not business as usual
- Throw away your “pre-corona” cadences- create new ones
- Continue to use multiple methods:
 - Email
 - Phone
 - Video
 - LinkedIn
 - Social



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Crafting a Compassionate and Empathetic Email

- You need to address the elephant in the room
 - Empathy = Me Too
- You still need to communicate that you understand their business pain
- Share the value you bring
- Change your ask:
 - Add to the newsletter
 - Invite to a webinar
 - Share an article
 - Can I keep in touch?



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How to Open up Your Prospecting Call

- **“Thanks for taking my call. I know that these are unusual times.”**
- **"We know that in the current environment it is hard to consider new purchases/vendors today and we aren't expecting you to, but I wanted to reach out to see if you'd be open to having a discussion in April about a future solution for when this all calms down?"**
- **?**
- **?**
- **?**



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Now is the time to research and customize

- Abandon your cadences
- Write new “Corona” cadences
- Research your prospect
- Customize your message
- Don’t push for a meeting.....add value



LinkedIn



Company
Website

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Why Video is now a MUST and not a nice to have



Benefits of Video:

- Now's the time to make a personal connection
- More engaging
- Hear and see empathy

Video Tips:

- Good lighting
- Appealing background
- Logo wear
- It's ok for your personal life to bleed into your professional life

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Objection Handling - “Call me in May”

- We handle objections by asking questions
- "I'd be happy to schedule a time to speak in a few weeks. If I could ask you a couple of questions now though I may be able to determine if there is a need to speak in the future. Would that be ok?"

- ?
- ?



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www.salesaccelerationgroup.com
kjones@salesaccelerationgroup.com
<https://www.linkedin.com/in/kristiekjones/>

