



A SALES GUY



INTRIGUE

THE ONLY THING YOU NEED FOR
A SUCCESSFUL COLD CALL

TIME IS CRITICAL

Today's sales environment is more complex than it has ever been. Our customers and prospects are busier than ever. Being always connected, customer's and prospect's time is constantly threatened. Our prospects and customers are constantly being barraged with endless emails. Their to-do lists are a mile long. They are stifled by unplanned customer issues and countless internal meetings. Reports are due, customers are calling, projects are unfinished, etc. There just isn't enough time in the day to get everything done.



Our prospects are crazy busy. Because they are so busy, they guard their time with a steely tenacity. Our customers and prospects are NOT going to give up their time easily. They are already overwhelmed.

Unfortunately, this doesn't bode well for us. As sales people, it's our job to get our customers and prospects' attention. It's our job to get them to pay attention to us. Our success depends on our ability to get customers and prospects to call us back, to take our calls, to give us their valuable time.

To gain your prospects' attention and get them to give up their time, you need a trigger. Something that will have them pause and say "I want to know more".

THIS TRIGGER: INTRIGUE



WHAT IS IT?

Intrigue is when we disrupt our clients or prospects' way of thinking. Our brains spend hours, days, weeks, months and years establishing patterns of those things around us. As we do our jobs and live our lives, our mind scans our daily surroundings and maps our patterns. These patterns then become predictable.

Our subconscious mind embraces these patterns as the norm. These patterns are captured by our orbitofrontal cortex (OFC). By embedding these consistent patterns in our subconscious, our conscious mind focuses on the bigger more pertinent information coming in. In essence, by identifying patterns the OFC allows our conscious mind to work more efficiently, ignoring the little, redundant information we are inundated with everyday.



What's happening is we are programmed to tune stuff out. Giving the hand to sales people and other superfluous distractions helps us to be productive. This human tool has a negative effect on sales people. We get tuned out!

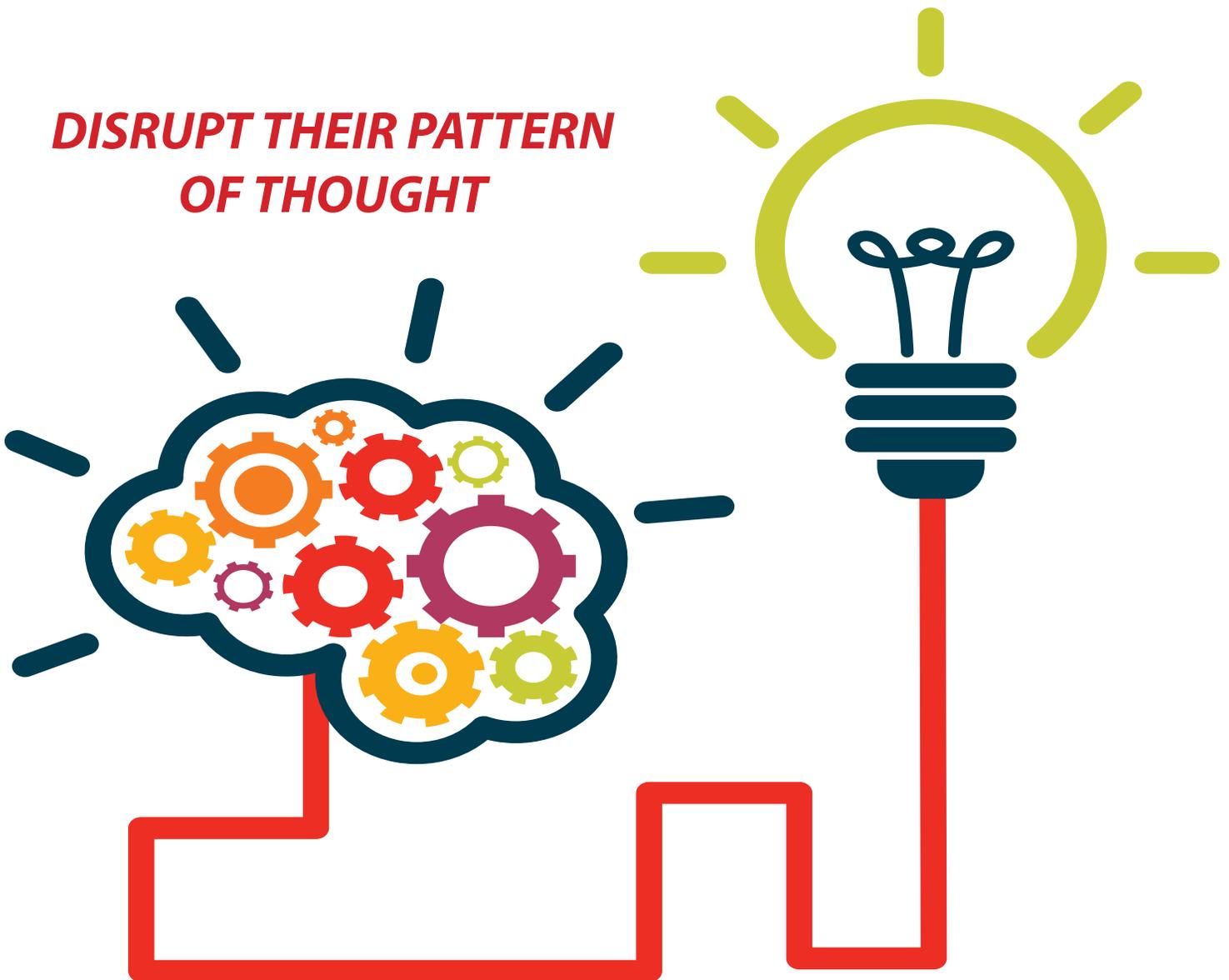
To capture a prospect's attention and avoid getting the hand, we have to disrupt their pattern of thinking. You have to get their subconscious to say, "Hey! That's not right. That's not what I am expecting." When this happens our sub-conscious sends a message to our OFC that says "hey, this isn't right. You need to take notice." Surprise is a killer tool to get the mind's attention.



When our expectations aren't met, when our patterns are disrupted, our brain cells fly into action. This process begins in a tiny region of the brain called the anterior cingulate cortex (ACC). When we expect something that doesn't happen the brain creates a unique signal called the error-related negativity signal or as neuroscientists call it, the "oh, shit1" circuit. I like the "oh, shit!" name best.

As salespeople who make cold calls, or just need to get prospects and customers to listen we need to figure out how to trigger the ACC. We have to get to the "oh, shit!" circuit. The way to do this is to be intriguing.

DISRUPT THEIR PATTERN OF THOUGHT



THE UNEXPECTED

*Intrigue is created through the **unexpected**. it's created in our ability to trip up the predictable pattern our customers and prospects have. in other words, provide information our clients and prospects didn't expect.*



THE GAP THEORY

Have you ever found yourself watching a stupid TV show because you just want to know what happens in the end? Have you ever stayed tuned to the 10:00 news, even though you were tired, because the lead was "When we return, see what gaffe President Obama made in the Rose Garden today?"

The reason is, when we want to know something we don't already know, we become curious and WANT the answer. It's like getting an itch and we want to scratch it. To scratch the itch, we will invest our time. We'll stay up later to watch the news even when we are tired. We'll sit through a stupid TV show and we'll even return a sales persons' call. This gap in knowledge is called the "Gap Theory" and it is a sales persons' best friend.

Gap theory is when there is a gap in our knowledge that cant be filled. It creates pain. The pain won't go away until we gain knowledge or fill the gap.

You wanna get more prospects to call you back? Fill the gap. Shift your thinking from: "What information do I want to convey?" to "What questions do I want my prospects to ask?"



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SURPRISE

Another way to have our patterns broken is to be surprised. When we are surprised, when we didn't expect something, we sit up and take notice. As I said earlier, our brains are dialed in to the changes in our surroundings. They can be anything from how you communicate, to what you communicate.



In the beginning of this ebook there were a number of "surprising" facts How many did you read? did you read them all? Did you stop reading this and go research any of them? Did you stop reading and say to the person next to you, your spouse, friend or coworker and say "Hey, did you know that...?"

MYSTERY

A mystery is a story that makes no sense - it's when we're presented with a "Huh?" Mysteries exist where ever there are questions without obvious answers. Why do less than 80% of people make sales quota? Why are only 30% of IT projects successful? Why is the stock market at it's highest since 2008, yet housing is still depressed, unemployment still over 8% and the European Crisis hasn't been resolved? Why don't customers like our new project?



MYSTERY...

Mysteries are powerful. They invite the client to solve the “huh?” with you.

Mys- teries create a need for closure. We (our customers and prospects included) don't like to leave things open. We will “hang around” for the answer - to get closure.



Creating mysteries for prospects and clients will lure them into discussion and on a journey. By creating mysteries prospects will stick with you until they get

THE CALL

To get more prospects to call you back, to get a better return from cold calling you have to create intrigue. You have to be unexpected. The way to be unexpected is to leverage, mystery, curiosity or a knowledge gap and surprise.



The “Surprise Call”

Surprises break up a pattern. Prospects and customers get calls everyday. They are the same old, boring, cold calls from everyone. They're is little to no difference from one cold call to the next.



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THE CALL

Hello, my name is Cheesy Sales Guy. I'm calling for just 5 minutes of your time. I'd like to talk to you about our squiggly, wiggly. It's helped many of our customers save money, improve efficiency and create happier employees.



If you would please give me a call back at (555) 555-1212.

I look forward to talk to you.

Thanks!

I've gotten more of these calls than I can count. I tune them out right from the get go. There is nothing here to make me want to give up my valuable time to call back. The ones that don't get tuned out, surprise me. They break my expected pattern of a cold call.

Like most of us, our prospects and customers have learned to to tune out these messages too. To avoid getting tuned out, surprise your prospects, break their pattern, be different.

Use humor, use a few off the wall and surprising facts about your product or service, share some unique and unknown facts about your clients industry, make a silly promise, be self deprecating and acknowledge you know you're an annoying cold call, do whatever you can do to break the cold call pattern your prospects are already used to. If you can't break your prospects pattern, you won't get their attention. They will simply hit the delete button and poof your message goes into the cyber trash.

Create surprise, just avoid being gimmicky, keep your message germane to your prospect.



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FIND “KNOWLEDGE GAP” THEN FILL IT!

I’ve found, the best way to get prospects to call you back is to know something they don’t about the industry, their business, the products they use, and more. When we know something our prospects don’t we create a knowledge gap. A knowledge gap creates curiosity. Curiosity creates intrigue.

Our job as sales people is to sell products and services that improve the existing condition of our prospects and customers. If we are unable to improve their situation, we have nothing to sell. For us to demonstrate we can improve a prospects environment requires knowledge and information about the industry, the market, their business and their competitors business.

The KNOWLE DGE GA P

If you want a prospect to take your cold call, find the gap in their knowledge by knowing things they don’t. Do research on why companies fail in the area you help them succeed. Look for obscure information that could positively affect your prospects. Do the research for them. Become a treasure trove of data and information for your customer.



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Once you have this information, ask questions the prospect doesn't know the answer to. The key here is NOT to share the facts first, but to ask the questions. Don't give away milk, make them request the cow.



ASK QUESTIONS FIRST, SHARE FACTS SECOND

Work on getting prospects to realize they need the information only you have. For example; "Your competitor XYZ company has found away to shorten the manufacturing process by 3 days using our product." Pointing out that someone knows something your prospect doesn't will cause them to realize they need more information. Information they have to get from YOU!

MAKE THE PROSPECT WANT THE INFORMATION!

THE MYSTERY CALL

The mystery call brings someone on a journey. To use mystery in your call, think in terms of stories and not making sense. What do I mean, not make sense? When you call, leave a message that doesn't make sense, but let's the prospect know that by calling you back it will make sense. Mysteries are questions without obvious answers..

Dave sells for a sales recruiting firm. He wants to get a prospects attention. He leaves this message:



Jennifer,

Hi, this is Dave at High Powered recruiters. I'm calling you as the head of sales, because we've discovered something very interesting. What we've discovered is sales organizations aren't successful because of the experience of their sales teams. That increasing sales and making quota is only loosely tied to coaching and training. And, that the most successful way to increase the productivity of a sales team isn't through sales management.

If your goal is to increase sales and the overall productivity of your sales team, I'd love to share with you what we've learned and how it can have substantial impact on how you develop your sales organization moving forward.

You can reach me at

If Jennifer has worried in anyway about hitting quota or the strength of her sales team, this message (or email) will leave her wondering what Dave is talking about. She is going to want closure. She is much more likely to call Dave back and ask him questions, to go on the journey with him to solve the "huh?"

To most sales leaders, coaching, experienced sales teams, training , sales management, etc. are the key levers to pull to improve sales. What Dave is suggesting is this isn't true. To Jennifer, it doesn't make sense. She is now curious.



SUMMARY

Cold calling isn't easy. But it's far from dead. Successful cold calling takes more than perseverance and commitment. It requires us to be smart.

It requires us to be smart in our messages and how we deliver them. It takes an understanding of the science behind capturing people's attention and holding it.

The science tells us that to capture people's attention, established patterns need to be broken. These patterns are subconsciously created in our brains through years and years of experiences. Our patterns are broken when we are confronted with

the unexpected, when our mind says "hey" that's not accurate. That's not what I expect in this situation. It's when we trigger the "oh shit" circuit that people sit up and take notice.

To trigger the "oh shit" circuit and get prospects and customers attention we need to surprise them. Surprise them with facts, figures, or behaviors that they didn't expect. Be creative in your message. Don't be like everyone else.



Once we've surprised our prospects, we want them to take action. We want to get them to call back. To hold their attention long enough to engage us for more information, i.e.. call us back. We need to generate curiosity. To generate curiosity we need to know things our prospects don't. We need to have information they don't have. We need to create a knowledge gap. If prospects and customers feel there is a gap in their knowledge, they will want to fill it.

The other way to capture and hold our prospects attention and get them to act is through mystery. Mystery is similar to a knowledge gap , however many times it's more than just a gap. It's knowing something your prospect or customer knows nothing about and is confused by. By posing questions that don't make sense and create a "uh?" reaction by your prospect, they become engaged, staying with you until they can have closure and the "uh?" feeling is satisfied.

To get prospects and customers to call you back, to be interested in what you have to offer, to be drawn to you, be intriguing. The science isn't wrong.

SOURCES

MADE TO STICK

DAN AND CHIP HEATH

HOW DECISIONS ARE MADE:

JONATHAN LEHER

SNAP SELLING

JILL KONRATH



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