



Getting Through

Boosting Sales Through a Higher Contact Rate

A major issue B2B prospectors and sellers face today is the difficulty getting through to people to have a sales discussion. And most sales managers agree that contact rate has a direct correlation to sales productivity. Specifically, prospectors are finding it increasingly difficult to reach decision-makers. Sales reps are struggling to get through to existing customers to maintain relationships, up-sell and cross-sell. And business development managers are finding it more challenging to penetrate new key/strategic accounts.

The problem

- Employee's are regularly letting their calls go to voicemail to filter their calls.
- Others with phones that display a caller-ID, are using it consistently to screen calls.
- Making matters worse, business culture has evolve, such that is is now acceptable to not respond to voicemail messages and emails, unless it's from an employee, a known customer or supplier.
- More than half of businesses today have replaced their operators and receptionists with automated attendant systems. Not only does this make the prospector's job more difficult, but inhibits shoppers and customers from easily reaching someone in Sales or Customer Service.
- Many companies with automated systems don't provide an option to "zero out" to reach an operator. Other systems don't provide a spell-by-name function or have an up-to-date employee directory.
- And most of the still remaining operators and receptionists have been instructed to not share employee information unless provided with a current employee name, And even then, skeptically share limited information.

The solution

Our company, Meta, provides high-end B2B prospecting services to other companies. We regularly target high-level (C-level) executives. We know that if we don't perform, we lose a client. With this in mind, about eight years ago when we noticed a steady decline in our contact rate, we set out to do something about it. The result is a unique approach and series of tactics that have tripled our contact rate. Yes, you heard that right -- and our productivity tripled as well!

We now are providing this approach and tactics, known as the Pursuit Protocol™ and 2nd Ops™, respectively, to other companies in the form of a short consulting/training service.



What the service provides

- Improved targeting accuracy - identifying the right people to pursue, greatly reducing the need to redirect and increasing the quality of "leads" supplied to Sales.
- Develops messaging that significantly increases conversations and favorable call outcomes. Not only does it identify the shoppers, but consistently uncovers those with issues conducive of your solution. In addition, it effectively filters out the non-buyer/time-wasters and positions the client well to displace any existing solution/vendor.
- Introduces methods to deal with front-line "resisters" (operators & receptionists), automated attendant systems, and gate-keepers (department receptionists & administrative assistants).
- Provides a proven approach and tactics to reach prospective buyers, significantly increasing contact rate and sales productivity.
- Shares how to more effectively communicate value and differentiate your company and offerings, the key to winning more business and avoiding price discounting.
- Provides a Pursuit Protocol Prompter™ and role-playing exercises to build prospecting skill and effectiveness.

About the service

The service is less about training and more about implementing a method to increase contact and conversion rates. It focuses on the front-end of the sales process and can overlay or enhance an existing process or help establish one.



For more information on an easy way to increase your prospecting team's productivity, call (513) 739-0155 or email: erik.n@meta-us.com.