



The top issue prospectors and sellers face today is getting through to people to have a sales discussion. Prospectors are finding it increasingly difficult to reach prospective buyers. Sellers are struggling to get through to existing customers to maintain relationships, up-sell and cross-sell. And business development managers are finding it increasingly challenging to penetrate key accounts.

The “challenge”

- Many people are letting their calls go to voicemail to avoid interruption.
- Others, equipped with phone systems that support caller-ID, are using it consistently to filter out unknown calls.
- Making matters worse, business culture has made it acceptable and even promotes not responding to voicemail messages and emails unless it's from another employee or a known customer or supplier.
- Nearly half of businesses today have replaced their operator or receptionist and with an automated attendant system. Not only does this complicate the sellers task, but inhibits new business and customers from easily reaching the organization to buy.
- Many companies with automated systems don't provide an option to “zero out” for help. Other systems don't provide a spell-by-name function or maintain their employee directory.
- And companies with operators and receptionists, who have been burned by “head hunters” stealing away employees and sellers “wasting employee’s time”, encourage the heavy screening of calls, not to provide employee names for titles, and not to supply direct phone numbers and email addresses for known employees.

The solution

Erik Nebergall, who is a sales contacting expert, specializes in the front-end of the sales process and the hard-to-sell. Erik has worked in the sales prospecting profession since the early '90s, when he founded his B2B prospecting firm, Meta. Meta has provided outsourced sales support services to 100s of clients across a wide-range of markets. Erik pioneered and continues to perfect the processes, tactics, and messaging that has led to Meta's success in the evolving marketplace. More recently, Erik identified "getting through" as a major threat to prospecting and inside sales operations. The result is the process, called the Pursuit Protocol™, that has been widely tested and perfected at Meta and is now available for others to benefit as well.



Making it happen

Erik provides guidance in how to significantly increase contact rates through the use of the Pursuit Protocol. His program:

- Improves targeting accuracy, identifying the right person, e.g., economic buyer.
- Helps you develop messaging that isn't rejected or ignored and that significantly increases "appointments", by not only identifying those shopping for a solution, but those organizations with "pain" that haven't been looking. The latter has the additional advantage of allowing sellers to establish sales relationships before the competition.
- Introduces new methods to get through and when to apply them to measurably increase your contact rate.
- Shows you how to more effectively communicate value and differentiate your company and offerings, key to winning more business and avoiding price discounting.
- Provides a Pursuit Protocol Prompter™ and prospecting role-playing tools to build caller fluency and effectiveness.

Erik's program is not sales training, but the implementation of a process, messaging and tactics to measurably increase sales, focusing on the front-end of the sales process. The program can overlay and enhance an existing prospecting and/or sales process, or Erik can help you define a process that is best suited to your organization and market.



For more information on how to measurably increase your prospecting and inside sales team's productivity, call (513) 739-0155 or email at erik@getting-through.com.