

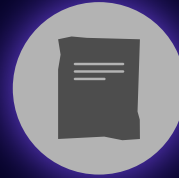
THE CRUMPLED LETTER TECHNIQUE



Print the letter onto plain
8x1/2x11 size paper,
no special weight.



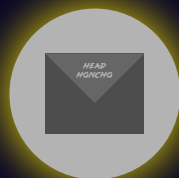
Take the piece of paper
and crumpled it up in
your hand.



Lay the piece of paper on
a flat surface and iron it
out by hand.



Tri-fold the letter, like so
(insert an image of a
tri-folded piece of paper)



Stuff into a red envelope
with *Head Honcho*
written on the front of the
envelope - this can be
printed or done by hand.



Deliver it to your
customer using this type
of conversation track.

THE CRUMPLED LETTER TECHNIQUE



HOW TO HAND-OFF THE CRUMPLED LETTER

When delivering crumpled letters remember that a candid conversation is needed in order for it to be authentic and effective.

Also remember that the person at the front desk does not know you... you are a stranger. Change this. Remember that you CAN'T sit and tell them your life story in order to accomplish this. But, you CAN be inquisitive enough in order to build credibility in those first moments. Remember that questions lead to conversations which put the prospect "in charge" and allow them to feel more relaxed and less pressured. Once the conversation is started find ways to nuance who you are into the interaction in order to build credibility and trust during the interaction.

Once you have started a healthy conversation you can use the following talk tack to make sure the letter makes it to the right person:

You: I know that you get a lot of folks walking in the door or calling you on the phone trying to sell something so I wanted to change things up for you today. I brought this (Crumpled Letter) by for (insert decision makers name) and wanted to ask permission to leave it with you in order to make sure they receive it. I am hopeful that you will find it somewhat humorous and appropriate to pass along for me so that I can start building a relationship with you and your firm.

You: I am sure a bunch of sales people walk in here touting how great their companies are, maybe they drop a couple names of the folks they help in the area, or talk about some of their accolades... but, we both know that you are not as impressed as they would like you to be. That's why I am going to leave all that at the door and just ask permission to get this (Crumpled Letter) to (insert decision makers name) so that I can get a relationship started off on the right foot instead of putting said foot right in my mouth.

*remember that these techniques are presumptive and assume the narrative that your prospect is use to. What they are use to is predictable. Your prospect is use to all these things and because of that they are not intrigued or interested... BUT! When you interrupt the normal patterns they have NO IDEA what comes next. Think of watching a movie where you have zero clue as to what is about to happen next, the plot is great, the acting rocks, you are on the edge of your seat. Take your prospect on an adventure with you.

THE CRUMPLED LETTER TECHNIQUE



My future friend,

First thing's first, you're probably wondering why this letter was crumpled up... Well, we both know that 90% of the sales bologna that comes across your desk is just that and usually ends up in the trash anyway. So, I've pre-crumpled this letter to make it easier for you to toss. However, my fingers are crossed that you'll take the next 30 seconds to finish reading my letter and see if just maybe I'm the light at the end of the tunnel you've been hoping for. My name is Dale Dupree. I'm with a local technology firm called The Copier Warrior. You probably haven't heard of us, which is why my customers like to call me "the best kept secret in office equipment."

Here are a few areas where I can help:

- Struggling with service on your copiers.
- Days or weeks for your toner to finally arrive. (SOOO annoying)
- Not being protected from the impending robot takeover of Earth.
Wasteful spending IE: high lease payment, high monthly service expense.
- Calling for support and getting an answering service instead of a human-being that can tell you "Everything is going to be just fine, I will be your hero today."

I usually have some downtime between 1 and 3 during the week and will give you a ring then, I'll try and email you if I can't get you on the phone, I understand you're busy. If something comes up and you'd like to speak with me sooner, please see my contact info below. I very much look forward to formally introducing myself to you and hope that this letter finds you well!

Dale Dupree - The Copier Warrior

HOW TO FOLLOW-UP ON THE CRUMPLED LETTER

There are a few things to take into account here. Remember that the first stage of handing off the letter is extremely important, because it all boils down to this moment. Did they get the letter, did they read the letter. If the answer to these questions is YES, you are in for a treat. Call up the receptionist and if you have made an impact on him/her in your first interactions then it should be easy to ask for the decision maker and get transferred back.

Once you have the DM on the phone use the following outline when speaking with them for the first time:

You: Hey John/Sally, this is Dale Dupree, Leader of The Sales Rebellion. You are probably expecting me to start blabbing on about how cool my company is, all the awards we have won, and all the other garbage that sales people usually fill your ear with when they first get you on the phone, am I right? (allow the prospect to respond and play with their response appropriately - be flexible with the conversation) Look, we both know that you don't really care about any of the flashy statements in the normal sales pitch. It's mumbo-jumbo. You're not interested in how 30 seconds can save you 15% or more. That's why I sent you that *Crumpled Letter* to show you a glimpse into the difference I provide. So, today, I just wanted to take a minute and earn credibility with you by telling you more about the REASON for my call, and hopefully spark a conversation between us that will serve as common ground for both of our best interests.

There is a lot to focus on here. Being a pattern interrupt throughout your sales cycle with everyone you encounter is important. It nuances the effect from one party to the next and creates consistency. This is how you give your prospects the experience they deserve. It is also how you build long lasting relationships. Your prospect is not going to have heard anything like this and will be intrigued to hear more, especially if they read the letter.

*To hear the rest of the pitch, set the appointment, and have more success in your prospecting interactions, head to the curriculum section and take the R.E.A.S.O.N. Course.