**Apple’s New Call Screening: What It Means for Outbound & How to Stay Ahead**

<https://www.youtube.com/watch?v=t5XEm7vrvOM>

1:31

am joined by the leadership team at my sales coach and we won't go around and

1:37

do and do names and where you come from but hello everybody who uh who's joined

1:43

and and how are you feeling today very good good to see so many people

1:48

here a lot of buzz around this one right very much so yeah i think it's all well

1:54

certainly for one day it was all that anybody saw on LinkedIn right lot of conversations about this a lot of

2:01

people who um may be concerned about this and if that's why you're here today let us know we're going to launch a poll

2:07

now how do you feel about the announcement are you concerned are you

2:13

excited and what brings you here today are you concerned about what's going to happen do you think it's going to be a

2:18

good thing we would love to know let's do a bit of a vibe check in the room about what brings you onto this call and

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as we do that I'm going to talk you through exactly how today is going to run so these are your panel today we're

2:31

all my sales coach and proud and of course we're going to go through exactly today what we know right now about

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Apple's call screening we'll give you some facts we'll talk through what it's going to look like and then we're going

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to go through immediate considerations so the good the bad and everything in between more importantly this is the the

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most important part of today how to prepare how can you make sure you and

2:56

your team are ready for some of the changes so let's let's just delve right

3:02

in what do we know to be true right now well we know that on September 16 iOS 26

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will be available on iPhone and what that will mean is if you turn on something called call screening a new

3:18

feature of iOS 26 when you call someone with an iPhone from an unknown number

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the call will be automatically answered by AI your cold call will be screened

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the phone won't ring so the the iPhone that you're calling won't actually ring

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the caller will instead get a message from the person who's

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calling transcribed as to the reason for their call so to sum it up AI will act

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as a bit of a bouncer and sort of say what's your reason for calling what's

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your name and why are you calling today so let me show you what that will look

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like so the person receiving the call they get a short summary and we know that to

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be 250 characters of the caller's response once they get that summary so

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the example we've got here is uh this is Greg downstairs with a flower delivery

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i'll wait another minute before I have to move on to the next one do you want to take that call or not the person

4:29

receiving the call can choose to accept the call send it to voicemail or hang up

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that call and and not take that call so this is what's kind of shaken the

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industry right is I've heard dramatic things like cold calling is over how are we possibly going to speak to people and

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today we're going to go through that um and what that means for our for our industry so um Mark let me let me kind

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of start start with you were you surprised when you saw this this feature

5:01

announcement uh I mean first of all the telephone creating an app to stop the

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telephone from being used you could say I was surprised not really no i I think did I predict

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it's going to happen this year no am I surprised it's happening not at all this

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is a cycle I've seen throughout my career technology gets abused technology

5:26

responds um you know I I genuinely remember it was Kev showed me this when he showed me email sequencing i I I felt

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myself nearly fall off the chair i couldn't believe it but what happened like companies rose that enabled email

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sequences and cadences reps abused it and and hid behind those emails

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technology fought back right like Google released the the bounce rate filter now it's like more than 5% bounce rate you

5:52

get marked as spam deliverability tanks i remember the first time I saw that you could automate um connection requests on

6:00

LinkedIn and and commenting i thought "Oh wow that's amazing." Very very quickly technology responded linkedin

6:05

shut that down um and this is what's happened here that you know it's not new technology to see a power dialer but I

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would say in the last three or four years they've certainly risen where reps now can just hide behind lists of people

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i've I've seen it call 10 people at once and you only pick up the person that that that answers right um it's enabled

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reps to just dial with brute force not really having the intention to be

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relevant just dialing and dialing and technologies fought back and and this isn't new technology either google's um

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sorry Apple's just caught up so I think this is just a cycle of what we see but

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with every cycle with every time tech fights back one thing's always remained true the best sales reps continue to

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thrive and succeed they just have to find another way and and that's what we're going to do here yeah so you talk

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about kind of fighting back there which leads me quite nicely onto the next question around like why have Apple done

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this i'd love to open that up to the room why do you think Apple have um have started this fight with with salespeople

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talk me through that i I I'll go first just because I just spoke there and then I'll I'll hand over i think it's really

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easy for us to have that mindset of oh my god this has been done to to harm us it hasn't like the we everyone on this

7:24

webinar gets the calls that nobody wants we we get that I pick up the phone and it starts with a beep and it's PPI it's

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a fake insurance claim i I got a post about this the other day i got a phone call a couple of months ago from someone

7:38

pretend to be a police officer telling me they found my wallet at a train station in London i asked a few

7:44

questions like what's your badge number what's your state they hung up on me it's been done to stop these types of

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calls we are collateral damage as a result of that but it's not been done to stop us it's been done to stop the calls

7:56

that nobody wants and when you think of it like that this is a good thing yeah well I'm I'm reading the comment from

8:02

from Jack in the uh in the chat here i think it's part a response to social

8:08

engineering cyber attacks and and scams and um agree with you Mark right we

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don't have scammers on the call here today so we're not the people who are uh

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who are going to be you know putting those kind of malicious calls in place um open that up then to to Kev and Rich

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kind of um reasons behind Apple launching this yeah should I jump in

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Rich alphabetical order and all that um so I mean I I think you know like just

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building on like Mark's point if you think about you know an iPhone user only a segment of them working B2B or or a

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subject to B2B calls right this this is um and if you think of all of those

8:48

outside of that and how they feel about getting unsolicited calls it's you know it's much stronger than all the opinions

8:54

that we're going to share on this webinar today so you when you look at it through that lens is it you know is it

9:00

uh you is it is it inevitable probably is I think as you know was mentioned in the chat there before it's already been

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a a feature of Android uh you know previous you know previously um but I

9:12

think yeah it's it's kind of yeah this hasn't been designed around the problem just in B2B sales this is iPhone users

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who have you know have a a uh a feeling towards unsolicited calls that that

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couple felt uh um compelled to respond to and obviously that's just escalated

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with you with you the the rise of of things like uh um scamming attacks and

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uh and things like that that um I I'll I'll kind of just almost echo

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a little bit on Mark's point around not necessarily why Apple have done done this but over the years we and we

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continue to see that more power goes into the hands of the buyer that's just

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a that's just a that's just a fact that we've been on that journey for a long time now um and for me this is just like

10:05

another kind of milestone in that journey where buyers just have more power more control and sales people

10:11

typically have less control um as a as a result that can be debated of course but

10:17

generally speaking the the the the line of travel we've been on and I feel like we're accelerating is that buyers have

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more power have more control and and and and sellers typically means that they

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have have less than they previously had so I just want people that maybe see

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this as a concern is like I think I understand why people are concerned but at the same time just see this is just

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another milestone on the ever evolving world of sales we've adapted and we

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adapt we have to adapt all the time um and hopefully we're going to talk a little bit about about some of those

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adaptations that people can start to think about in the in the rest of this uh session yeah so let's do that right now right

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let's talk about the uh the pros and the cons i'll read out this comment from Jennifer Hicks which I quite like she

11:03

says it will weed out folks who are not providing any thoughtful approaches to outreach and just hammer dialing and

11:09

becoming a nuisance to hit those metrics which I think kicks off the conversation around like could this be uh a positive

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a positive thing so let's have a look then at some of the potential pros and

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some that we came up with it could um less brushoff conversations so it could

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it could make sure that we don't have these uh these brushed off um conversations with with uh with

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prospects an opportunity to improve on other channels something I'm a big champion of uh not relying on one

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channel warm calls which I want to delve into too and an opportunity for referrals and branding to win the

11:46

conversation so let's start with the kind of brushoff conversation what does that mean to the room here

11:55

well I'll take that then so I think this is this is really good like there's there's a there's a lot of

12:00

positive sentiment around around this change um and the best way to think about this is that uh

12:09

almost in a strange way what this is going to lead to is um more intentional

12:16

and interested prospects answering the phone in theory because what we haven't

12:23

had up until now well certainly when calling um iPhone users um someone

12:29

answers the phone and they they don't know often what that what that they don't know what that call's about they

12:34

don't know who's going to be calling them they don't know who's going to be on the other end of the line and as such they can make very quick judgments on is

12:42

this a conversation I want to have or not um now if you think about it with this change is that those people who hit

12:49

accept to Tom's analogy before it's like the bouncer who decides to let you into

12:54

the the nightclub they actually say "Oh you you actually look all right you look like you you look like you'll be fine."

13:01

In a in a probably to a higher degree in this example you've got prospects that if you've intrigued them with your

13:06

message by them saying "Yes I'll take this call." they have essentially um

13:13

opted in to that convers conversation and by nature of that you have probably

13:18

said something that has piqu their interest that has made them think I am

13:24

actually going to dedicate time to this call you probably will get less people saying this is a terrible time to speak

13:30

because they have made the choice to take that call that's the ironic that's the ironic uh piece about this so think

13:38

of it in that way when you say less brush off conversations the people who do answer the phone have already to some

13:44

degree expressed a level of interest or at the very least intrigue about what it

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is that you've got to say so suddenly those connected conversations just became a little bit more exciting

13:57

yeah it's it's interesting i didn't really think of that you know this idea of you've almost got past the the

14:02

bouncer right so you're you've got a foot in the door at least that's really interesting uh Kev what do you think tom

14:09

honestly I'm really bullish about this like I know I'm in the minority here i know we're you know the the the poll I'm

14:16

sure will show that but um it took me 48 hours to get there and there was obviously a lot of fear that that that

14:23

came around this here's why I'm bullish although I will caveat it slightly um

14:28

and there obviously are some some real unknowns you know for us here as well but here's why I'm uh uh bullish um we

14:36

haven't tested this but let me put this to Mark and Rich and to everyone on the call put in the put it in the chat if

14:41

you left a hundred messages on people's iPhones with your very best foot forward

14:47

that you were considered calls and you left your best message of why they may

14:53

wish to pick up the phone and you did that a hundred times how how many you know finger in the air how many are uh

15:01

are going to take your call as a result of that well Mark Rich put put in the

15:06

chat for anyone what's what's your number you've left a hundred messages like that

15:13

mark which you can say out loud right go on you're You litally said put in the chat those no no i was I was talking to

15:19

everyone else i went I went I went for 10% 10% mark I went for 15 to 20 but I

15:25

was close with 10 but I thought no we'll be bullish okay well well there's no there's there's Yeah there there's no answer so okay so you've both gone like

15:32

10 to 20 i can see like 10 to 20 feels like fairly consistent with things that are coming up in the in the chat all

15:37

right right now if you make a 100 dials how many people are picking up how many conversations are you going to have out

15:44

of those hundred yeah anyway and all of those conversations have no idea why you're calling could be look I picked it

15:51

up because I thought it might be the uh the parents school but I'm just going into a meeting and all the things that Rich said this is in you know in in

15:59

those numbers 10 to 20% of people who have chosen to have a conversation with you because presumably there's something

16:06

that is at least worth the conversation um to or and significant uh suitable

16:12

intrigue to have that conversation the timing is not put them off it's a little bit warmer because they've you know made

16:18

that decision that that topic and there's also then everyone that didn't take that call and maybe it just wasn't

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a good time maybe they are in a meeting maybe all of those things has now seen your message and you've had a free

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advert pop up on their phone and your multi- channelannel approach is going to be uh is is going to be elevated because

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they're going to recognize your email your LinkedIn message that much more because they can see that you've uh been

16:42

in touch and you've had literally a free advertising message pop up on their phone considered targeted personalized

16:50

uh and relevant and so on um I think for those reasons this like elevates like

16:56

success the one caveat the one bit I'm a little bit less sure on and the one bit I'm a little bit more reserved on is

17:03

what time delay does this add to people when making calls in terms of the volume

17:08

of calls that they might make given that now it's not it just rings and no one answers now it rings you leave a message

17:16

there's a pause to see what happens and not really knowing exactly what that time scale looks like you know maybe

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that has an impact on on velocity but overall that's why I'm really bullish so

17:29

I I think that's really interesting take there Kevin and and you you're very compelling i think just a tidbit really

17:36

that's what technology will do next it'll make it so it just automatically drops the messages ai talking to AI

17:42

connects the salesperson when they answer probably um I'm gonna kind of

17:48

mediate between yourself and Rich because Rich has definitely unless he's changed his mind in the last 24 hours

17:53

which he may have done Rich has definitely been an opinion of we will have less conversations he he said

17:59

though the ones you have might be better and more warm and more positive but what I'm hearing from you Kev is you're

18:06

almost saying because you can now promote your cold call right people look

18:11

at it and just see a number you can give a reason why they should answer it you're almost arguing unless I've

18:16

misheard that you're going to have more conversations and I'm just going to I've wound you two up now i'm just going to let you fight let before Rich responds i

18:25

think maybe just a slight caveat that what really makes the impact here is is it relevant and is it is it personalized

18:33

is it relevant is it compelling for that individual um and so you know the best get you for me the best get better the

18:40

worst get you worse or or or die um so it's not it elevate

18:46

all all ships here it is that it's going to help those that have the most considered relevant personalized

18:55

uh timely conversations rich yeah do you know what it's it's funny because on the

19:01

next slide we've got is I think it talks about challenges right Tom um and my my

19:06

initial reaction to this was that like this will create less conversations

19:12

which we'll come on to my my reason and why but I think you did a a very valuable exercise there ke of pushing me

19:18

of like if I put my very best put foot forward made 100 dials how many pickups do I get when the the the industry

19:26

average I think and this is with if you have good data it's about 5% pickup um

19:31

in the uh industry industry average um so I'm kind of like almost at odds with

19:38

my argument there i'm kind of saying I'm going to have more conversations with this new with this new change so

19:45

maybe maybe maybe you're making me feel a bit different albeit I feel like I need to kind of I do need to see it to

19:50

believe it in in in many in many respects but um yeah let's let's leave my kind of like thoughts on why this

19:57

could be a challenge for the next slide and we maybe touch on another couple of these points on this on this slide yeah

20:03

so one thing that um was mentioned there was multi- channelannel which I think is so important to think about you know the

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opportunity to improve on other channels how do you think that in a positive way

20:16

this is going to help sellers to improve on those on those other channels is it just an awareness piece is it an

20:22

opportunity for you to direct a prospect to the to the other um sources of

20:27

outreach that you've been using well I think that's going here i I think

20:34

uh regardless of this change we need to make sure that we're effective at multiple channels because the truth of

20:41

the matter is is that there will always be a subsection of our target

20:46

addressable market that just won't answer the phone right or you can't get them on the phone you don't have their number right any number of of reasons i

20:54

do feel like this is a good junction um to

20:59

make people think about like okay how can I how can I not just rely on the

21:05

phone and you know here at my sales coach I think we we book something like twothirds of our meetings on the phone it's our best performing channel and I

21:11

dare say that's the case for a number of uh people in this this this audience but what I think this this pres presents a

21:18

really good moment to think okay maybe there are some prospects that this actually just gives them more control to

21:25

reject some calls maybe that that that is the case for some prospects and maybe with that that's why we need to be

21:31

thinking about how can we become more effective at email at video at social

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selling so this the the best sales people are going to maximize their uh

21:43

capability in these areas that's just a fact because one thing I do believe is that getting prospects on the phone is

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going to is is going to become more challenging especially as we have a

21:56

younger audience of human beings who are soon who are soon to be the decision

22:02

makers in businesses who've essentially grown up never actually wanting to speak on the phone that communicate with their

22:07

friends via apps um that's the reality we're facing as a changing uh just

22:14

demographic of of of of people and how they've been brought up so this is why I think it's critical now more than ever

22:21

that people start to give consideration on how can I actually maximize my capability and effectiveness in other

22:27

channels that isn't just the phone and speaking of maximizing effectiveness um

22:32

Mark referrals opportunity for referrals to become something that's really relevant in in 2025 talk me through that

22:39

yeah so well this was definitely an idea that I saw on LinkedIn mark Parsons had this maybe he took it from somewhere

22:46

else himself but it it's just again that promotion right how how can you make this call feel more appealing i better

22:53

pick it up etc and I think we got some examples coming up but the example that Mark shared was everyone in sales knows

23:00

referrals are the easiest way to get into other stakeholders decision makers

23:06

other accounts etc but so few salespeople actually proactively go after referrals it's it's an enigma i've

23:12

never understood why they don't do that um if you have a referral now though and you can promote that right you got two

23:19

options i could just call someone up and they just see my number or I can call someone up they see my number they see

23:25

that it's Mark Acres call from my sales coach john your boss said we should speak i'm going to answer that phone now

23:32

and and I think therefore there's just an example of where you can really sell the call in that opening 250 characters

23:41

and referrals are a a great way to do that but again it requires to do something that we don't currently do

23:47

this is where top salespeople and the people on this call are those right that's why they're on this webinar

23:52

they've come but that's where they rise because they they step up and do things I was on i'll just I'll just touch on

23:58

the branding side of that that point Tom and um just when you build personal

24:05

brand and you become more familiar with your audience it's just a fact that people are more likely to accept to

24:12

speak with you if they are familiar with who you are if they you know kind of respect some of the the thought

24:17

leadership that you're putting out there it is just it's just a fact people are more like generally speaking more likely

24:23

to want to speak with or accept the call from the person that has some level of

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familiarity because they just have a degree level more trust with that person

24:34

even if it's not they don't trust them they have a degree level more trust than the person that they don't have a clue who they are where they're from what

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their background is yeah one of one of the Sorry go on Kev

24:45

sorry Tom right so this is where I'm really excited about this like the the the multi- channelannel uh effect

24:51

because the one bit that's always been really hard and been missing is when you phone someone and they don't pick up the

24:57

phone they don't know like you've had no impact you've not not touched that person so when we're obviously you in

25:03

social selling when we're commenting when we're liking when we're turning up in their world that name creates a bit of recognition now suddenly we're going

25:11

to have that from the phone as well from all the people that we don't get to speak to on the phone or don't take our call at that time which compounds then

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when we are uh communicating with them via social selling or via via email i

25:23

think that multi- channelannel like impact is compounds in a way that you know we we never could before

25:31

yeah one of the things I was going to raise and I heard this from Will Akin on LinkedIn that your cold calls basically

25:36

now have a a subject line right which is kind of a good thing because it puts you

25:42

in more of a uh control uh and allows you to create that intrigue and if you

25:47

can tie that in with social selling personal branding something I'm a big fan of then that cold call su suddenly

25:53

got a little bit warmer um right well those are the positives but let's talk about some of the negatives and I think

26:01

that's the uh the one that might have brought a few people here right a lot of panic in the space well actually is this

26:08

going to change how I sell am I not going to be able to hit target um so one of the things we thought about is just

26:15

calling them is that no longer an option right we hear this advice we'll just get them on the phone but what if we can't

26:20

get through uh potential for less conversations as Rich kind of touched on already uh piling onto other channels so

26:27

will we see that saturated and email is already tough so don't tell me I've got to send more emails what do we think

26:34

about some of these we'll start we'll start with you Mark on this idea of less conversations because I know you're

26:41

still a little bit on the fence with that i I I am but I think if you take the top example right just call them

26:47

that that's probably the thing I say most in oneto ones when we're going through deals going through stuck

26:53

opportunities they're talk about an email i say just call them i actually feel like in this

26:58

case if you just call them and you get the chance to promote why you're calling and they still don't answer they weren't

27:05

going to answer anyway they're they're they're not interested they're already dodging your calls it can probably help you move on quicker so where I may have

27:13

had this like I definitely had the reaction of a this is going to be a lot harder i think when I look at like

27:18

that I think maybe which is going to help us focus in in other areas um I

27:24

think in terms of like piling into other channels there's only so many channels unless there's channels I'm not aware of

27:30

right there's there's LinkedIn there's email and then there's phone calls right I think you you will see maybe people

27:35

more on on LinkedIn and email might have a bit of a resurgence i I get lots of

27:41

emails but I don't get good ones from STRs and AES i just get lots of spam and

27:46

marketing emails i do feel like A's and STRs are largely pulled away from that

27:52

interesting just before we move on I want to answer a couple of questions in the chat because I know Kim and Curtis

27:57

have both asked this will this be an optional feature with iOS 26 right so as

28:03

we go through some of these positives and negatives will you be able to turn this on and off and it's from our from

28:09

our understanding it is completely optional with the new update so what we might find is that some prospects may

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turn it on automatically some prospects may try it not like it and kind of turn

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it off but it won't be mandatory i think that's really important to think about so September 16 with the launch of iOS

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it will be something you can choose to switch on or off and one of my takes is

28:34

maybe some people will try it and then turn it off because actually it's quite frustrating you may be missing some

28:39

calls people who don't want to transcribe people who just kind of give up um let's talk about email then right

28:46

so email's already challenging mark said he doesn't get any good emails uh Kev Rich are you getting good emails right

28:52

now in 2025 well I'll let Kev answer no is the

28:57

answer to that question no yeah I mean categorically people are going to say no

29:03

here and like but you know the the challenge we all face obviously in email is the inbox is obviously just a busier

29:09

place that's been like elevated with AI those AI messages are becoming the the

29:15

kind of same level of personalization that you know maybe 12 months ago might have still you know might have still

29:21

worked they now don't work because that's become uh you know saturated so the bar gets higher and higher and

29:27

higher when it's a busier inbox and perhaps with a higher bar it takes longer to uh curate and uh uh and

29:35

compose those emails it becomes a channel that that starts to have diminishing returns obviously as we're

29:42

talking about here here's the challenge is that you know that which channel doesn't have diminishing returns which

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channel isn't like difficult right right now um but I think yeah that that's yeah

29:54

it's it's not that you know obviously email does you know does work but the bar is going up and you know it's that

30:00

kind of you know h how do you make sure that you stay above the bar um but still get return on investment for the time

30:07

that you're investing well I think that's a great way to take us on to our

30:12

next slide it's almost like we planned this how to prepare right so how are we going to make sure that we are above

30:19

that bar that we are the people that are kind of getting through and I want to open this up right so um Mark talk to me

30:26

about this why is just having one call script not enough so yeah I I think the

30:34

way in which lots of people give advice about cold calling on on LinkedIn is going to need to change things like the

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pattern interrupt If they've got call screening on is totally redundant now you you're going

30:47

to really have three scenarios you're going to have people that answer the phone and just as normal and you go

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straight into it you're going to have people that turn the screening on and you got to think okay they're there they

30:57

are literally reading live what I'm about to say how can I get them to pick up the phone and then you got people now

31:04

that will just read that and go still send a voicemail and I think most people would typically just hang up at that

31:10

point and move on we need to really think about what we going to say as a voicemail what are we going to say on the call screening and what we going to

31:17

say if they answer the call after call screening or they just answer the call normally so I think we're going to have

31:22

to have multiple versions of that script all just small but but tweaks that that

31:28

need to be considered and you won't know until the phone is or isn't answered what one you're going to use so do you

31:34

think we're going to need to think about that yeah it's it's funny that you talked about preparing then because I don't know about the sellers on the call but

31:40

I've certainly left a voicemail on a whim and about you know three sentences

31:47

in I I don't know what I'm saying anymore right i'm just kind of waffling and it's all and the sweat beads start

31:53

to come well actually um you need to be more prepared than that and I liked what you talked about there Mark yeah call

32:00

screening um script voicemail script if they answer scripts lots of things to

32:05

think about how are reps gonna gonna manage this Rich and and uh what do you think that looks like for um for the

32:11

future of of cold calling yeah well I think I think first of all

32:17

as far as like preparations concerned I'll I'll I'll zone in on that like

32:22

tightening ICP for messaging act accuracy i I also think this is a great opportunity for those who don't do this

32:29

enough or uh don't carry out this activity frequently frequently enough in

32:34

their organization is who are the very best prospects for us to contact who are

32:40

using data which prospects are more likely to like read these messages and

32:46

answer the phone than others and do we want to spend like more time focusing on

32:52

the right types of prospects like this is not something that's new but we I see

32:57

it just doesn't happen very often companies don't every quarter like or every 6 months sit down and think right

33:05

who are our best prospects who is our best ICP right now who should we be targeting um because what you you need

33:14

to go through that exercise to then look at like okay well what messaging what do we say to that phone screen that's going

33:21

to land best with that prospect so um this is a an opportunity to like revisit

33:28

your ICP and look at okay if we were to kind of uh brainstorm some messages that

33:35

would be uh screened by a phone what is the thing that's most going to land with

33:41

this specific persona it's a a highly valuable activity that I think everybody

33:46

should at the very start very least be start talking about internally um uh to

33:52

maximize your chances of those pickups yeah it's it's a funny one coming through in the chat there i see about um

33:59

eleution right and making sure that you speak in a certain way we've got lots of funny accents just on this this panel i

34:07

don't know about you but I sometimes don't use Siri because it doesn't really understand what I'm what I'm saying so

34:14

something to think about when you're thinking about screen calling make sure that the message is transcribed in a way

34:20

that the prospect can actually can actually read um let's talk about this idea of misleading a prospect and that

34:26

being a bigger issue what does that mean uh who wants to take this one gave I've not heard from you in a little while

34:34

um yeah I don't know if this is one that I'm best to to to answer but I you know

34:39

but you know I I guess the relevance of that message that is is

34:46

left be like but becomes key is to you know first of all whether someone chooses to take the call and then you

34:54

whether that's genu you whether that's genuine like so you know there are obviously things that we could say in

34:59

that message that might be really compelling but aren't necessarily backed up then by the contents of the uh uh of

35:06

the call i know we're going to kind of come on to some you know some examples in a in in a second but I think you know

35:11

that's going to have to be part of the trick is how can we make it super compelling that someone wants to hear

35:18

more and wants to accept that call but doing so in a way that doesn't leave them frustrated or underwhelmed when

35:24

they when they do yeah interesting so just getting past the bouncer uh we'll use that bouncer

35:31

analogy is great but if you've uh if you've got a fake ID you're still going to get thrown out right so it's about

35:37

it's about being authentic and making sure that when you get through the door you're going to uh get to the club i'm

35:44

going to stay away from this analogy let's let's move on to uh the next slide okay so things to consider um that you

35:52

know if we zoom out a little bit let's look at the wider conversation we've already kind of touched on maybe less

35:57

conversations perhaps uh a dip in connect rates for the for the volume

36:03

call callers people who are hammering the phones right now i know there's a few on this call uh increasing call

36:09

volume and being more personalized we've talked a little bit about upping your game on other channels and then the

36:14

wellrounded rep wins that's quite a nice one to start on um Rich how do I be a

36:21

wellrounded rep which is not the easiest thing to say um in 2025 yeah I think it

36:27

goes back to what I shared earlier of like now is the time to consider your

36:33

multi- channelannel prospecting approach um and I just think it's a critical

36:39

junction to do that um and the person who leverages all the tools um is going

36:46

to capture as many of their target address market as possible and is going to basically have more opportunities of

36:54

of of engaging with with with their target prospects so um yeah this is this

36:59

is what we we're a big believer of like you know not one channel wins all you

37:05

have to uh you have to look at all channels and this is a good opportunity to do so absolutely well keep your

37:11

questions coming in the Q&A box here because we're going to leave some time at the end if there's anything we've not

37:16

gone through on today's call we're going to make sure to answer those at the end so keep your questions coming put them

37:21

in the Q&A um I want to look at some examples because if I was on this

37:27

webinar I'd want some examples so let's think about social sellers uh Mark use

37:32

the example of you see Josh Brun's name on your phone you're probably going to answer that call talk me through that

37:39

yeah so again you can see the two examples here i I imagine everyone on

37:44

this webinar knows these two people's names but if just the phone rang with a

37:50

number or withheld so you know in Josh's case be an American number as well you

37:55

might not answer you're here you're on a webinar but if you saw Josh Brawn calling and that's the reason or

38:02

Charlotte John's that's the reason you probably turn the webinar down and answer the phone because there's that

38:08

recognition and almost that I don't want to miss out and and this is this is one of the big points I made to the team on

38:14

Monday i I I'm really blessed i've got a team that you know pretty much all largely are great at social selling and

38:20

do it consistently um there's obviously room for improvement but I think in the past when I've done interviews I go

38:27

straight to the LinkedIn profile and if they're not socially selling I sort of I'm on the fence but if they've got a

38:33

really strong CV I'll interview them i'm actually pretty convinced now if someone applied for a job to work in my team and

38:40

they had no social presence just wouldn't bother i I I think where it's become table stakes I would say it's

38:47

non-negotiable now for salespeople and we need to get ahead and Tom you're living breathing proof of that right

38:52

like the the job and the career you've carved out for yourself is off the back of this again people see your name pop

38:58

up they're going to answer it they saw your phone number pop up doesn't mean they would right so I think this is a

39:03

really unique opportunity for people with strong personal brands and if you haven't got one start literally this

39:10

afternoon and you can start by saying you were here right i just went to this webinar my sales coach tag us and you're going to start today it's a really easy

39:16

LinkedIn post yeah it's uh music to my ears really you know someone who's been building a brand for six years um to to

39:24

hear you talk about that you know the fact that it is so important it is a non-negotiable and I could I could bang

39:30

that drum for the for the rest of the webinar so I'll I'll make sure I refrain but yeah to echo that point you know if

39:37

you compare cold calling with a personal brand cold calling becomes easier that's

39:43

that's been my experience over the years and I believe this call screening gives you an opportunity to um to get your

39:50

name out there and if it's already out there you're one step ahead uh let's look at a couple more examples then so

39:56

um some intrigue right i like the idea of creating intrigue i know the best subject lines create intrigue and maybe

40:04

I don't know Katherine Smith right if she calls me but actually her ringing me

40:09

up and saying the reason for the call is she wants to talk about things that top closers are doing differently this

40:14

summer well actually I want to know what that is yeah I'll maybe take that call and see what those see what those things

40:20

are what have you got for me today Katherine um open and honest rich I don't know if this would be something

40:26

that you would say but I I put this in the deck um on demand sales coaching

40:31

right straight straight up to the point what do we think about this idea of just

40:37

putting precisely the reason for the call well I think I think

40:44

Some prospects they just want to know what is it that you're selling right they they that um what I would say for

40:52

this is that you're hoping to land on the prospect who is in who is in market

40:57

for on demand sales coaching probably so that again may work really well for the

41:04

prospect who is like you get the right prospect at the right time but I think

41:09

for me personally like I want to be creating intrigue and that's probably

41:15

based around talking about specific problems that my prospect is likely facing because then they don't need to

41:20

be in market for what I'm selling they just need to resonate with the problems that I'm kind of hinting at um in my in

41:27

my message mark over to you

41:32

lost in the internal chat sorry what was the question there so what what are your opinions on this

41:39

idea of an open and honest call screening message you know you're not trying to trick the phone or get past

41:47

the bouncer you're just going to say "This is why I'm calling." Oh like you you can't lead with any sort of trickery

41:54

or foolery like you have to be open because that if that's going to be the very first impression that's how you're

41:59

going to conduct the sales cycle that's how it has to be uh if if if I share the reason I'm calling and I do so in a way

42:05

that is problem centric designed to intrigue I'm calling an ICP like a

42:11

really tight one where I believe could be a customer and they choose not to take that call that's fine it's not a no

42:17

forever it's a no right now I would much rather someone say no to who we are and

42:23

what we do than yes to what we're not so no yeah yeah definitely not love that thanks so much well um maybe a

42:30

bit of humor Right you know I uh I don't mind a bit of humor every now and then it certainly work for me on the on the on the cold

42:37

call days back in my day as they as they say Tom Boston the reason for the call I'm eating custard creams and making

42:42

cold calls maybe that would bring a smile to someone's face especially if they've if they've seen uh they've seen

42:48

my my brand before let's move on to the Q&A i want to make sure that everyone

42:54

can put in the chat any questions that we haven't kind of gone through and I

42:59

will spend some time looking at some of the questions that have all already come through uh have we seen any in the chat

43:06

guys that um that have sparked our our interest

43:11

there is an actual there's a difference between a chat and a Q&A isn't there so in the Q&A there is one you can see that

43:17

Tom Matt Matt Smith understands this will will they see a shift to WhatsApp

43:22

calling i actually laughed cuz I saw someone uh comment on my post about this saying like uh the WhatsApp WhatsApp

43:31

voice call is the savior here um maybe I I don't know how many prospects are kind

43:37

of like in a in a weird way are sort of like fully embracing taking cold calls on WhatsApp and that might make them

43:43

feel a bit strange i'm sure it'll get to a point where we're probably exclusively calling via WhatsApp one of these days

43:50

um so but hey I I I think we're in a we're in a a new world of

43:55

experimentation here so like why not why not give it a try if you're not having any luck with your messages why not why

44:01

not give WhatsApp voice calling a try yeah I did a bit of research into into

44:06

this and again this is all new right and we're still trying to figure out exactly what it's going to look like on

44:11

September 16 but from what I saw if you call someone on WhatsApp h it won't go

44:18

through the the call screening um AI that that's just from my research but

44:25

again take that with a pinch of salt as we as we're all learning uh what the new landscape for for uh for cold calling

44:31

looks like uh okay some more uh questions that are coming through then so one from Patrice um he says "I'm

44:39

thinking this may affect how we structure our outreach cadences sequences any thoughts here?" Really

44:46

really good question and I had this as a DM actually um the other day so um Mark

44:52

do you want to talk us through that do you think this will affect the way that

44:57

um outreach is structured through things like cadences and sequences u perhaps i think what you'll start doing is tagging

45:03

people do they have call screening on or not and then utilizing if if you know

45:09

when you're going to call them what you're going to face so I think that will be a shift where we have to start being very clear with when we tag people

45:16

are they like to answer are they like to put you through the call screening um in terms of cadences I think the other

45:22

thing would be just referencing it right referencing look you might have seen me pop up on your school screen I'm guessing that wasn't the right time I

45:28

left a voice note and promoting the email so I think it would change but I don't think it would change fundamentally massive things there no

45:35

it's an interesting point there Mark isn't it like whether uh your data provider of choice is actually going to

45:41

uh flag whether they have cool screening on or not yeah I think they will and and

45:47

if they're not they're missing the trick there definitely and one of the other questions in the chat uh are you saying

45:53

this already exists on other phones if so what has been the impact well I can

45:58

certainly speak to this one because most of my comment section was people telling me that Tom this has been available on

46:04

Android phones for years we've already got call screening you know I'm a I'm an iPhone user so uh you know don't don't

46:11

hate on that but it's my understanding and from what the audience is telling me that this technology already exists and

46:20

um is already in place on Android phones but I don't know let me know in the chat are you running into call screening um

46:26

when you're phoning Android phones um Mark are are the team at my sales coach

46:33

hitting call screen on an Android because I don't think from speaking to them that they are so So I think two

46:38

things here one there's the big data versus your data so one of the first things I did is had a chat with my sales

46:45

team about you know what do we think and and some plan of action and one of the

46:51

people on my team said oh you know 50% of the market is Android so it won't

46:57

really affect too much i made the point that's big data right that's globally let's talk about our ICP salespeople and

47:05

actually we went around the room there was 10 of us nine people in their room had iPhones i was like well that completely shifts things we're sales

47:12

people selling to to sales people so I think in terms of that it's got to be

47:17

considered your ICPs might be different where you're calling if they're likely to use it secondly I'm happy to put my

47:24

hand up there i didn't have a clue this technology existed um and I think isn't that a good thing that if people are

47:30

saying it's been here for years and we'd never heard of it well maybe it's not such a big thing to worry about after

47:35

all i think I think there maybe the slight difference here is that this has created as well so much fanfare though

47:42

like so you know so everyone has become really aware of that i I I imagine that

47:47

what might happen on the back of that especially once it's launched is people with Android start using it a little bit

47:52

more because there'll be people that you know that that that had an Android and were unaware of that uh uh issue so I I

48:00

think the fact that there is more fanfare here um is and and obviously once it's launched that's going to you

48:06

know that's going to come up again is is going to see maybe a different level of adoption to what we might have seen in

48:12

the past with other you with when Android added this

48:18

let me keep the questions coming that are in the chat here what do you think of this one how do you find the balance between not now and getting someone's

48:25

attention when they are ready if every call will be screened uh Rich do you

48:31

want to kick us off on that one um

48:36

just trying to make sense of the question make sure I'm answering correctly how do you find the balance between not now and getting someone's

48:41

attention when they are ready if every call will be screened i think how I'm reading that is like I think I can help

48:48

Rich i I I think I clocked this when it come in i spoke about a no today isn't a

48:54

no forever it's a I got you but I think the key thing there Rich for you I'll let you speak but not every call is

49:00

going to be screened like we're acting like this is mandatory turned on the police are going to come around you haven't got it on but Rich really it's

49:07

between not now and getting someone's attention yeah i mean for for me like just because

49:14

you call someone you leave a message and they decline your call for example

49:20

that doesn't mean you shouldn't try that prospect again i mean it's try with a different message right this

49:26

is this is like the the world of sales we we're constantly trying to split test what message is landing best with

49:32

certain people and remember that the person who screens your call and

49:37

sends you to voicemail it may have just been a bad time when you call them just like it is when we try and call them now

49:43

so um so yeah but I I I don't think much has changed there in my opinion um I I

49:50

think I think if anything you probably just make yourself a bit more visible and a bit more uh bit more well known to

49:57

the prospect and so your future chances of getting them on the phone are probably a little bit higher in that

50:02

regard as long as you're saying something meaningful and relevant to them

50:08

yeah meaningful relevant all goes down to what Mark said about being prepared um Ollie who is in the background

50:15

running this webinar he has said in the chat he can confirm as an Android user

50:20

that he's got call screening turned on already on his phone and most people

50:26

just hang up immediately they don't they don't even leave um a message to be

50:31

transcribed so for everyone who's on the call if you start thinking about being prepared now and what you're going to say you're all going to be uh a red

50:39

ahead should I say of of the pack h well thanks so much for all your questions that have that have come through today

50:45

and thank you to everyone who who has joined today's session i uh I'll get rid

50:50

of my jokes on the screen here we want to invite you to learn more about our learning paths um Rich do you want to do

50:58

you want to talk to this you're probably you're probably one of the best people set to talk about this if you I think if

51:03

you flick forward a a screen what what um what we wanted to do was um help

51:09

people we've talked a lot about how you can start to get ahead of the game here how you can start to become more effective not just at maybe this new

51:16

approach on the phone but also using other um channels at your disposal some channels that you may have not really

51:23

utilized before but you know that really you need to start to become more effective at it if you're going to uh if

51:28

you're going to if you're going to have success in outbound moving forward so we've put together this uh multi-

51:34

channelannel prospecting learning path um all five of those faces that you see on screen there are all kind of experts

51:40

in the individual um modules of this learning path we we call them mastery sessions

51:46

and if you skip forward Tom uh on the on the slides you'll see that this is designed to kind of make you at least a

51:54

semi- level of dangerous um everything from identifying and mapping key

51:59

accounts effective emails cold calling with a new slant on on on phone

52:06

screening video prospecting and and and and LinkedIn being able to leverage all

52:12

of these channels effectively this learning path gives you uh five mastery sessions each one you get a one-to-one

52:20

coaching session with the the coach who's leading on the session so you really get that personalized attention

52:25

who will help help you go from kind of learning to execution um and if you're interested in just learning more about

52:32

this learning path getting in the details of the types of topics that we cover even if you just want to see is is this a good fit for me in my role if you

52:39

just type the word interested into the into the the chat we'll we'll make sure

52:44

that we'll get someone to follow up with you as I said it's just an informal conversation where we're happy to share

52:50

a little bit more detail around these um around these sessions equally you know you can send uh uh send one of us a

52:56

message on LinkedIn if that's if that's more preferable but yeah this is um hopefully going to be something that's

53:01

going to be really valuable at this at this important point that we're at where you uh need to need to think about how

53:07

can I level up in these different different channels particularly channels that you you perhaps haven't really made use of before um so uh yeah we'd love to

53:15

we'd love to see if this could be a good fit and and could be helpful for you love that yeah multi- channelannel

53:21

prospecting uh at its finest and of course you'll see me on the LinkedIn and

53:27

socials uh session on session five uh so yeah anyone who uh wants to raise their

53:32

hand uh do get in touch or again put in the chat the word interest and we'll make sure that we reach out to you as uh

53:41

as appropriate all right well thank you so much everybody for joining today's session i think to sum up cold calling

53:47

is not dead it's alive and well and the ever evolving world of sales continues

53:53

to evolve let's make sure we evolve with it thank you everyone who's joined thanks to our panelists and I hope

54:00

everyone has a wonderful rest of your day happy calling happy happy dialing

54:06

thanks everyone thanks thanks thanks everybody

Inglese (generati automaticamente)

<https://www.youtube.com/watch?v=AN7GMkEQeEM&t=1s>

Sales strategist Krysten Conner breaks down how just two well-crafted ChatGPT prompts can instantly sharpen your objection handling and pricing conversations.

They take under 10 minutes to run, and the impact can be immediate.

**Objection? No problem.**

Prompt ChatGPT with:

**﻿﻿"I sell [your product/service] to [your audience]. What are the 7 most common objections I’ll face?"**

Then, follow up with:

**﻿﻿"How can I respond clearly, in 1–3 sentences, using empathetic language at a 5th-grade reading level?"**

Example for a **B2B email automation tool**:

*﻿"Totally get it, email fatigue is real. Our platform focuses on highly personalized messages to keep outreach human, not spammy. Want a quick example?"*

Short, calm, and focused on mutual respect. That’s the tone that builds trust.

**Handle pricing questions like a pro.**

Ask:

**﻿﻿"How does [Your Company] compare in pricing and features to [Competitor A], [Competitor B], and [Competitor C]? List plans, costs, and what we might be missing."**

Then refine with:

**﻿﻿"How do I explain those missing features in 1–3 sentences, with empathy, at a 5th-grade level?"**

Example for a **CRM platform**:

*﻿"You’re right, we don’t offer full automation like some others. That’s intentional. We focus on simplicity and ease of use for growing teams. Can I show you how that plays out in real workflows?"*

It’s about reframing, not defending.

AI doesn’t need to be complicated to be powerful. Start with these two prompts and watch your next sales call get smoother.

Use AI in your advantage, make it work for you.

You don't need to reinvent the wheel, you have to optimize what exists already.

What's your best way to use AI so far?

PROMPT FOR BUYER PERSONA MATRIX

TEMPLATE:

Act as a VP of Sales with 10+ years of experience in prospecting and qualifying customers and generating high-quality meetings and outbound flows.

Now create a 5-column matrix and comparison chart where you define the ideal person/title/role of the ideal buyer persona within the company who can decide, evaluate, and purchase a solution like [Company].

[Company’s value prop]

Our unique value lies in:

Our solution differs from the competitors because:

We sell to:

In industries like:

This solves pains like:

Understanding the value proposition, the matrix should have the following columns:

* The title and role of the ideal buyer persona are: [ADD PERSONAS]
* The 3 biggest challenges and issues of those roles per person in 2025. Please be super specific about this and as concise as possible.
* Define the symptoms of those challenges in the same way.
* The impact on this person, their KPIs, and the company of these challenges.
* The benefit of implementing a solution like [Company]
* Create everything under the same chart and add all the personas I mentioned above.
* Create it here directly in the chat so I can copy and paste.

EXAMPLE:

​​Act as a VP of Sales with 10+ years of experience in prospecting and qualifying customers and generating high-quality meetings and outbound flows.

Now create a 5-column matrix and comparison chart where you define the ideal person/title/role of the ideal buyer persona within the company who can decide, evaluate, and purchase a solution like YellowHead.

YellowHEAD is an AI-powered performance marketing agency that optimizes paid and organic strategies for growth.

Our unique value lies in:

* A holistic 360° marketing approach covering User Acquisition (UA), ASO, SEO, and CRO.In-house creative studio offering performance-driven assets.
* Direct partnerships with major platforms (Google, Meta, TikTok, Snap, etc.). - Customizable dashboards provide real-time insights.
* AI-driven creative optimization through Alison AI- creative analysis AI developed in yellowHEAD

Our solution differs from the competitors because:

* Holistic Performance Marketing Approach: Covers the entire user journey from awareness to conversion, integrating UA, ASO, SEO, CRO, and creative optimization.
* Highly Performance-Driven: Every strategy is focused on maximizing ROAS, reducing CPA/CPI, and delivering measurable growth.
* 12 Years of Industry Leadership: Established in 2013, with a proven track record of working with the biggest brands across gaming, e-commerce, fintech, and more.
* Diverse Client Portfolio: Over 600 brands globally, spanning gaming, fintech, health & fitness, retail, and subscription-based businesses.
* Direct Platform Partnerships: Exclusive access to beta tools, early feature releases, and dedicated agency support from Google, Meta, TikTok, Snap, and more
* In-House Creative Studio: Rapid production of 2D, 3D, UGC, and high-performing ads tailored for all platforms.
* AI-driven creative analysis (Alison) offering creative insights.

We sell to:

* CMOs & Growth Leaders: Seeking efficient budget allocation and performance improvements.
* Performance Marketing Managers: Focused on optimizing ad spend, creatives, and UA.
* Product & App Marketing Leaders: Need ASO, conversion optimization, and market expansion.

In industries like:

* Gaming (Zynga, 2K, Warner Bros, Playtika)
* Fintech (Revolut, Seeking Alpha, Intuit)
* Free Apps Across Categories – Driving UA, ASO, and engagement for non-gaming free apps (e.g., Canva, Reddit, ExpressVPN).

This solves pains like:

* Creative Overload & Fatigue: Internal teams struggle with volume and fresh creative ideas.
* Rising User Acquisition Costs: Clients want better CPA/CPI efficiency and organic growth.
* Visibility & Discoverability Challenges: Apps struggle with ASO, ranking, and conversions.

Understanding the value proposition, the matrix should have the following columns:

* The title and role of the ideal buyer persona are: CMOs/Head of Growth; Performance Marketing Directors; Product/APP marketing leaders
* The 3 biggest challenges and issues of those roles per person in 2025. Please be super specific about this and as concise as possible.
* Define the symptoms of those challenges in the same way.
* The impact on this person, their KPIs, and the company of these challenges.
* The benefit of implementing a solution like YellowHead
* Create everything under the same chart and add all the personas I mentioned above.
* Create it here directly in the chat so I can copy and paste.

0:00

still sending the same email for every

0:02

buyer that's not sales that's

0:04

self-sabotage in 2025 Spray and Prey is

0:07

dead and top reps are using AI to

0:09

reverse engineer the buyer psychology at

0:12

scale this is how I booked 30 meetings

0:14

in 3 weeks no magic formulas no fancy

0:16

tools just one chat GBT prompt and a

0:18

buyer persona matrix that turns every

0:21

message into a mirror and it's not just

0:23

me with this exact framework I helped

0:25

hundreds of sellers from top companies

0:27

achieve the same results and go from

0:29

average to top performance today I will

0:32

give you the exact prompt walk you

0:34

through the matrix and show you why this

0:36

flips your cold outreach from guesswork

0:38

into guaranteed positive replies you

0:40

just need to copy and paste it into your

0:42

charge account adapt it to your solution

0:44

in your business and in less than 5

0:46

minutes you're good to go ignore it no

0:49

problem you will keep getting ghosted

0:51

while smarter reps hit quota here is why

0:54

most sellers are stuck they build one

0:56

generic pitch they blast it into

0:58

hundreds of leads and then they wonder

0:59

why no one replies let me tell you

1:01

something a founder a head of sales a

1:03

CMO they care about completely different

1:06

things maybe they have the same product

1:08

but they have different pains different

1:10

priorities different language and if you

1:12

don't speak theirs then you're out

1:14

recently a SAS sales engagement tool

1:16

from the UK increased by 27% their

1:19

pipeline volume in just three weeks

1:21

because they adapted the offer and the

1:24

message to each persona saying exactly

1:26

what the prospect wanted to hear it's

1:28

not magic it's just making sure you

1:30

interrupt the pattern and your message

1:32

is totally different from what other

1:34

thousands of sellers are sending so here

1:36

is what I did for you i reverse

1:38

engineered every persona I was targeting

1:40

using Chad Gupt not just titles or

1:42

simple roles i'm talking about the real

1:45

buyer psychology and I created a buyer

1:48

persona matrix that broke down my

1:50

prospect top three pains and challenges

1:52

the top three symptoms they feel every

1:54

day because of not solving those

1:56

challenges and the KPIs they are

1:58

responsible for and how they are

1:59

impacted by those symptoms based on that

2:02

it will give me how my solution would

2:05

feel like a cheat code for them now let

2:07

me walk you through how this buyer

2:09

persona matrix prompt works what's the

2:12

anatomy to make it powerful and how you

2:14

can use it to create the most highly

2:16

relevant emails for your cold email

2:18

campaigns so if you can see here this is

2:21

the problem that you will find in the

2:23

description of this video and I will

2:25

explain how you can use it on your

2:27

specific solution product or service

2:29

right now so the first thing that we

2:30

need to understand is how the structure

2:32

of the prompt is generated so basically

2:35

we say first we tell the prompt we tell

2:38

the chpt that we want the GPT to act as

2:41

a BP of sales with plus 10 years of

2:43

experience in prospecting and qualifying

2:45

customers as well as generating high

2:47

quality meetings and outbound flows you

2:50

can change this adapted to your own

2:52

purpose but this is how we start every

2:54

prompt once we have that done we explain

2:56

what are the things that we want to

2:58

happen after we give all the information

3:00

so we want to create a five column

3:02

matrix and comparison chart where you

3:04

define the ideal persona title role of

3:07

the ideal buyer persona within the

3:09

company who can decide evaluate and

3:11

purchase a solution like the one that

3:13

you are selling and from there we start

3:15

adding all the details all the context

3:18

all the information about your company

3:20

and the more we can add the more

3:22

information you can be able to input

3:24

into the prompt the better because the

3:26

outcome will be better the quality of

3:29

the bio persona matrix will be even

3:31

higher so what we have to add here as an

3:34

example is who do you sell to what is

3:35

your value proposition in which industry

3:37

are you operating what are the pains or

3:40

use cases or challenges that you are

3:41

solving and who are you targeting once

3:44

you add all this information the most

3:46

important thing is to define the next

3:47

steps you are telling what are the

3:50

things that we want and in which order

3:52

the charge GPT to perform so basically

3:55

we are explaining the step-by-step

3:57

process that we want the GPT to say to

4:00

do and to act in order to create the

4:01

most powerful buyer persona matrix ever

4:04

so let me walk you through an example

4:06

this is basically a performance

4:08

marketing agency that is called

4:09

Yellowhead and as you can see here we

4:11

say hey yellowhead is an AI powered

4:13

performance marketing agency that

4:15

optimizes paid and organic strategies

4:18

for growth and here is where I give the

4:20

context our unique value value lies in

4:23

the different topics that I want as a

4:25

value that we have in our company the

4:27

solution differs from competitors

4:29

because and I state all the different

4:31

items on why I know we have a unique

4:33

selling proposition then who do we sell

4:35

to in which industries and what are the

4:38

pains or challenges that we solve and

4:40

from there we jump into the specific

4:43

steps so let's see how this works we

4:45

jump into charge i already have the

4:48

prompt in the chubtd i copied and pasted

4:50

it here so I hit the enter button and we

4:53

will see that in less than a couple of

4:55

seconds we will have already the buyer

4:57

persona matrix generated here and this

5:00

is the most powerful thing that we can

5:02

do because once we have the buyer

5:04

persona matrix that we will see right

5:06

now how this performs we can use it to

5:08

create the emails that I was saying

5:10

before this is how you are going to use

5:13

the buyer persona matrix to create the

5:15

most impactful emails ever so as you can

5:18

see for in this case yellowhead that is

5:20

the marketing performance agency we

5:22

define three personas the CMOs or BPs of

5:25

marketings the director or head of

5:26

performance marketing and the product

5:28

marketing lead or app marketing managers

5:30

each of them has three top challenges in

5:33

2025 inefficient media spend allocation

5:36

across different specific things

5:38

increasing creative fatigue hurting

5:40

performance and struggling to connect

5:41

topfunnel branding to bottomfunnel ROAS

5:44

in this case for head of performance

5:45

marketing we can say that the challenges

5:47

are limited insight into which creatives

5:49

truly drive performance platform

5:51

algorithm evolve faster than the

5:53

internal team skills and so on or for

5:55

example need to hit the customer

5:57

acquisition cost or return on ad spend

6:00

targets across multiple goals geos or

6:02

channels lastly different pains for the

6:06

product marketing lead so as you can see

6:08

each persona different challenges so

6:10

never target the different personas with

6:13

the same message this is where most

6:15

sellers fail they just copy and paste

6:18

the same template they just change some

6:19

variables and they think that copying

6:22

pasting and sending and blasting

6:24

hundreds of emails exactly the same to

6:26

the different personas will give them

6:28

results and this is exactly the opposite

6:30

of what we have to do but here is where

6:32

the magic happens if we go into the

6:34

symptoms of it this is where we need to

6:36

focus this is where you need to start

6:38

thinking about how you can solve your

6:40

prospect pains and challenges so as you

6:43

can see the head of marketing or the

6:45

head of growth might have inefficient

6:46

media spend allocation across UA and

6:49

organic so basically the symptoms of

6:53

this problem or the symptom one symptom

6:56

of this problem is declining return on

6:58

ad spent increasing budgets so remember

7:02

you don't have to target the problem

7:03

because most likely either they don't

7:05

know that they have that problem or

7:07

every seller is targeting within the

7:09

same value proposition solving the same

7:11

pain but what most likely no one is

7:14

doing and you have to do is to target

7:16

the symptom and let me put you a simple

7:18

example if you have fever you will have

7:21

your temperature high right that's the

7:23

symptom but you don't know the cause or

7:25

the root of the symptom of the fever you

7:28

might have COVID you might have a flu

7:30

you might have a virus or you might have

7:31

any other disease but you are not sure

7:34

about what you are tackling what you are

7:36

attacking is the symptom you know if the

7:38

symptom goes away the problem might most

7:41

likely goes away as well that's why you

7:44

in your emails need to use the buyer

7:46

persona matrix targeting the symptom

7:49

that will help them understand that if

7:50

they are going through that that they

7:52

can feel it because this is something

7:54

that they go through every day on their

7:56

daily operational things they might

7:58

understand that the problem that is the

8:00

root can be something that you can solve

8:03

for them on top of that we can connect

8:05

that symptom into the KPI of that

8:08

specific persona remember each persona

8:10

has different responsibilities and they

8:12

are being measured differently that's

8:14

why it's important that if we understand

8:16

that the head of growth or the CMO are

8:18

in charge of rising or basically in this

8:21

case getting lower customer acquisition

8:23

cost if they have increased customer

8:26

acquisition cost because of a declining

8:29

ROS despite increasing budgets maybe

8:32

they have this inefficient media spend

8:33

allocation and this is exactly what you

8:36

can solve in a reverse engineering this

8:38

is how your solution can impact their

8:40

KPI the one that is basically their

8:43

responsibility not the one for the

8:45

company the one for them and each KPI

8:48

for each persona is different and how

8:50

cap that KPI or that positive impact

8:52

that you will have on their KPIs will

8:56

solve a symptom that they have every day

8:58

that will ultimately solve a problem or

9:01

a challenge that they are facing and

9:03

this is how you can start using your

9:05

buyer persona in your own way in order

9:08

to create highly relevant targeted

9:11

amazing emails in fact to tell you a

9:14

story Tim and SDR I trained changed the

9:17

whole approach moving from feature

9:19

centric to prospeentric just by

9:21

following this bio persona matrix he

9:23

didn't believe that one simple movement

9:25

could positively impact his whole

9:28

performance and results that much he

9:31

went from getting zero replies over

9:32

emails to getting three answers in less

9:35

than 24 hours the result my messaging

9:38

became unique each outreach hit exactly

9:41

where it hurts and people starting

9:43

replying like this is exactly what I

9:45

needed how did you know because I did my

9:48

homework using AI and charge in this

9:51

case you can see the exact prompt and

9:53

example I built for a client the prompt

9:55

the output and how the matrix comes

9:57

together step by step i drop all the

9:59

details in the description copy the

10:01

prompt get it use it grab the template

10:04

and start building your own buyer

10:06

persona matrix today it's easy chat GPT

10:09

will spit out a persona profile and you

10:11

can use that to build messaging that

10:14

actually lands now you're not guessing

10:16

you are just strategizing how to become

10:18

a better seller i gave this prompt to a

10:21

client last month it's a team of SDRs

10:23

getting less than

10:25

0.8% reply rates via email we build a

10:28

matrix together we wrote their messages

10:30

using persona specific hooks and what

10:32

happened 40 minutes after sending the

10:35

first email dante got a positive reply

10:38

he even said to me "It's been months

10:40

since I last saw something like this via

10:42

email." Within a week reply rate jumped

10:45

to plus

10:46

4.3% book seven qualified meetings and

10:50

reps were like "Hey why haven't we been

10:52

doing this all along?" Because no one

10:54

teaches this sellers are taught to spray

10:57

and pray to just send more and to do

10:59

more i teach precision to conclude here

11:02

is your playbook pick your top three or

11:04

four bio personas adapt the AI prompt

11:07

based on your business and solution

11:09

create and build that bio persona matrix

11:12

on your own and start crafting unique

11:14

messages for each persona then just

11:17

watch your reply rates explode it's

11:19

simple it's powerful definitely an

11:21

unfair advantage that every seller must

11:23

have if this helped don't just sit there

11:26

drop a comment with your strategy share

11:28

this with one of your colleagues so they

11:30

can become top performers too and

11:32

subscribe and turn on the bell so you

11:34

don't miss the next tactical video and

11:36

episode coming out soon if you want my

11:39

help on building the matrix just drop me

11:41

a DM on LinkedIn and I will give you a

11:43

hand you can find the toolkit in the

11:45

description of this video and again

11:47

don't be the seller sending noise be the

11:50

one who understands the buyer be that

11:53

top seller

Inglese (generati automaticamente)

Hey federico tempella,

An SDR called me last week, panicked.

He was making 100+ dials a day.

**All rejections. Hard-stops. Tons of NOs**

He said: “It feels like I’m cold calling into the void.”

I joined a call block session.  
What I heard made it obvious:

Same opening every time:

“Hi, is this John? I’m with XYZ company, did I find you in a bad moment? Just wanted to share that we help businesses like yours [vague benefit]. Do you have 30 seconds?”

Results? Do I really need to say it?

**﻿The problem?**

Generic, zero-context, robotic intros.  
No trigger. No relevance. No reason to care.

In today’s world, [**especially with Apple’s new Call Screening coming this fall**](https://qjlog.clicks.mlsend.com/td/cl/eyJ2Ijoie1wiYVwiOjQzOTU2LFwibFwiOjE1ODYzNzQyMzQ3ODE3OTQwNixcInJcIjoxNTg2Mzc0NDY1NTUyMzk4OTl9IiwicyI6IjViM2QwYzA4M2QyMjdkNzcifQ)**,**you’ve got less than 2 seconds to prove you’re worth listening to.

**﻿The fix: Use a "trigger + insight" opener.**

Real example from a rep I trained in May:

“Hey John, I saw you just rolled out HubSpot company-wide. I’ve worked with 3 other RevOps teams in that stage, and I spotted a quick opportunity you might’ve missed. Mind if I share?”

Result:  
  
✅ 71% let him talk  
✅ 27% booked meetings  
✅ 3 deals in 30 days

**﻿Here’s the exact structure I teach:**

**﻿1. Personalize using a trigger**  
(New role, tech stack, hiring, content interaction)

**﻿2. Lead with insight, not a sales pitch**  
(Talk about *what you saw*, not *what you sell*)

**3. Ask permission to share value**  
(Not "do you have a minute", but “can I share an idea?”)

You don’t need new scripts.  
You need a smarter *reason* to be calling.

I help sales teams build high-impact cold call frameworks that cut through the noise, and actually get results.

Hey ,

Hey Alan,

Apple just threw a grenade into B2B sales, and most reps have no clue what’s happening.

Here’s the deal (and why it matters to you):

**Apple is killing cold calls.**

iOS 18 introduces **Call Screening.**It’s in beta now, rolls out to everyone this fall.

Here’s how it works:

* You call a prospect.
* Siri asks you to say your name + why you’re calling.
* It transcribes your message and shows it as a pop-up on their screen.
* They decide if they want to take the call… or just ignore you.

|  |
| --- |
| A screen shot of a phone  AI-generated content may be incorrect. |

And executives and C-levels LOVE this

Why? It cuts spam. It filters noise. It gives them control.

Translation: **Cold outreach via phone just became 10x harder.**

**What this means if you sell for a living:**

Today’s average B2B buyer is 34.

I’m 33. I hate random cold calls. So do your prospects.

When this rolls out, they’ll see something like:

*﻿“This is Jake from XYZ. I wanted to share something that might help your team.”*

And they’ll hit *decline* without a second thought.

No trust. No context. No chance.

Similar to when you say it to them and they BLOCKED YOU on the go!

**Butttt... cold calling isn’t dead, but the lazy version is.**

You can’t rely on volume anymore. You can’t “smile and dial” your way into pipeline.

But the phone isn’t useless. It’s just not the starting point.

**﻿﻿Use it after you've done the work.**

**Enter: Warm calling.**

Warm calling means calling someone who already knows who you are, and why you matter.

It’s not a cold pitch. It’s a *follow-up to familiarity.*

Here’s how you make that happen (and avoid becoming spam on sight):

**1. Turn LinkedIn into your outbound engine.**

Your profile should answer:

* Who do you help?
* What problem do you solve?
* How do you do it better?

Ditch the fluffy job titles.

**﻿Bad:** “SDR at XYZ SaaS”

**﻿﻿Good:** “Helping revenue leaders book 30% more meetings without adding headcount”

**2. Post real content, consistently.**

Not fluffy “inspiration.” Not corporate promo.

Post stuff *buyers* care about:

* Trends affecting their industry
* Pain points you help solve
* Wins (no client names needed)
* Things you learned on a sales call

Keep it human. Keep it short. Keep it relevant.

People ignore logos.  
They remember people.

**3. Connect with intent.**

Use Sales Nav to find the right people.

Look for triggers: new roles, funding, growth, hiring.

Send the connection request **with no message**. Let your profile do the talking.

They accept? Wait 1-2 days. Then send a quick, personal video or note. Something like:

*﻿“Hey John, congrats on the new role. Saw you’re hiring SDRs—got a quick idea that might help. Happy to share.”*

**4. Nurture before you pitch.**

This is the part most reps skip, and it’s why their outreach bombs.

Before you call:

* Comment on their posts
* Share something useful
* Send a relevant case study or insight

Give value. Build visibility.

And handle objections before hand like a pro

[***(Check this 7 objection handling hacks breakdown)***](https://www.youtube.com/watch?v=wLQTEmv9s4A&ab_channel=AlanRuchtein)

And now...

**5. Make the call (and *actually* get picked up).**

When Apple’s screening asks who you are, you say:

*﻿“Hey, it’s [Your Name]. We’ve been in touch on LinkedIn about [insert specific topic]. Got a quick idea that might help with [insert challenge].”*

Now they know you. They trust you. They’re curious.

That’s a warm call. That’s how you win.

**Bottom line:**

You’ve got two options:

❌ Keep blasting cold calls into the void  
✅ Build a warm outbound system that buyers *want* to engage with

Apple’s change isn’t a threat, it’s your wake-up call.

The reps who adapt will dominate.

You must adapt, and do the "hard" and "smart" job.

Lazy reps will dissapear.

\_\_

Hey federico tempella,

A few months ago, a Head of Sales told me: “Alan, our cold outreach is dead. Nobody’s replying.”

I checked the sequence with them, it was solid. Clear value. Snappy CTA. No fluff.

So what was wrong?

I checked the CRM.

They were messaging leads… **six months after the trigger**.

* The VP they mentioned had already left.
* The funding round had faded from memory.
* The launch they referenced? Old news.

**﻿The messaging wasn’t broken. The moment had passed.**

**How you can solve this:**

Don’t chase accounts. **Chase moments (people).**

Here’s how you tighten your timing without rewriting your whole playbook:

**1. Track real-time signals:**Use job changes, exec moves, or hiring spikes to start your outreach clock.

**Example:**A prospect just hired a new VP of Sales? That’s your cue.

→ “Saw you just joined as VP, usually means a fresh GTM strategy. Curious if you’re building a new motion?”

**2. Lead with context:**“Congrats on the VP hire, are you rebuilding GTM?” hits *way* harder than “Quick question…”

**Example:**

- **Weak**: “We help SaaS companies generate more meetings.”

- **Better:** “We helped [competitor] ramp 3 new SDRs in 30 days, sounds like you're hiring too. Want the framework?”

**3. Work a 10-day signal sequence:**Don’t just send one message. Follow up while the moment is still hot.

**Example:**

* Day 1: Signal-specific opener
* Day 3: Follow-up with social proof
* Day 6: Drop a relevant insight or resource
* Day 10: Final nudge: “Should I close the loop?”

**﻿Why this works:** The signal gives urgency. The sequence gives structure.

The team I worked with used this exact shift, same message, better timing.

Within 3 weeks, their reply rate tripled.

They didn’t send more messages. They just sent the *right* ones at the *right* moment.

If you're still blasting generic outreach and hoping for luck… someone else is already beating you to the account.

Hey federico tempella,

A founder once told me: “The team’s booking tons of meetings… but almost nothing is converting.”

So I listened to the calls.

The reps were smart. Polite. Structured.

* They asked about goals.
* They asked about current tools.
* They even asked budget.

But here’s what they skipped:

💥 **Why now?**  
💥 **What’s really at stake if nothing changes?**

No tension. No urgency. No emotional weight.

The prospect left the call thinking: *“Nice chat. Not urgent.”*

Feel related to this story? Keep reading!

And just like that, pipeline dies in the follow-up.

**Great discovery calls don’t just gather info.**

They create **movement**.

Here’s what I coach reps to do:

**1. Start wide, but steer narrow**

“Walk me through what triggered this search, what changed recently?”

Not just “What’s your current setup?”

**2. Slow down at moments of tension**

“You mentioned this has been hard, what’s been making it so tricky lately?”

These answers lead to real urgency, not surface-level pain.

**3. Stack consequences, not questions**

Don’t ask: “What’s the cost of doing nothing?”

Instead, build to it:

* “Is this affecting your team?”
* “How’s that showing up day to day?”
* “What happens if it stays like this for 3–6 more months?”

You’re not being dramatic. You’re being clear.

I worked with that founder’s team to rebuild their discovery structure.

Same reps, same product, new approach.

**Within 30 days:**

* SQLs doubled
* Demo-to-close went up 41%
* No more “nice calls that go nowhere”

Another founder told me, “We don’t have a sales problem. We have a clarity problem.”

After we rebuilt their discovery calls, close rates jumped 27%, and they finally understood why deals were stalling.

If you and your team is having ‘nice’ calls but nothing’s moving?

That’s not a people issue. That’s a process issue.

Let’s fix it, before another quarter slips away.

Hey federico tempella,

A few months ago, I trained a sales team in full panic mode.

The pipeline had dried up overnight.

Reps were combing through old leads. One was cold-calling companies from three quarters ago.

Another started begging marketing for a last-minute webinar lead list.

It was chaos.

Not because the team was lazy. But because they were reactive.

And here’s the brutal truth:

**﻿If you’re only prospecting when your pipeline’s empty, you’re already behind.**

This happens to +95% of sales teams!!!! (I needed to shout, sorry)

**So what’s the fix?**

Top reps don’t wait for dry spells. They build **rolling pipeline engines** that never stall.

Here’s what it looks like:

**1. Signal-Based Prospecting Example**

Instead of working a random Tier 1 list, prioritize based on timing triggers:

**Before:**Cold email to a SaaS company that raised Series A... 7 months ago.

**After:**Outreach to a company that:

✅ Just hired a new VP of Sales last week  
✅ Is actively hiring 3+ SDRs  
✅ Launched a new product last month

**Why this works:** These are real signals that something’s changing, and change drives urgency.

**2. Daily Block Time Example**

Create a non-negotiable “pipeline block” every morning from 8:30–10:00am:

Prospecting → 10 contacts from hot signal list  
Follow-ups → 5 touches from open threads  
Clean-up → 3 CRM notes + 2 lead refreshes

**Why this works:** Even 90 focused minutes daily adds up to 20+ meetings/month over time, without burning out.

**3. Track Like a Marketer**

* **Log by account**: signal, channel, response, outcome.
* **Review weekly**: what got replies, what didn’t.
* **Cut what’s cold.** Double down on what works.

**Why this works:** You're not just “sending stuff”, you're learning what gets results and doubling down.

**4. Segment by Readiness, Not Logo**

Tier 1 logo with zero hiring activity or funding = **cold**

**﻿**Tier 2 logo with VP-level hires and team expansion = **hot**

So reps focus their daily prospecting time here:

* 15 accounts showing live movement
* 10 dormant accounts for nurture
* Rest parked until new signals emerge

**﻿Why this works:** Saves time. Improves reply rates. Moves pipeline faster.

That old team I mentioned?

We rebuilt their entire top-of-funnel strategy using this model.

Within 60 days, pipeline rebounded by 217%.

No fluff. Just process.

0:00

welcome everyone to the monthly fireside chat and I am so excited right now to be

0:07

with um the one and only Brian Tracy and I told this to Brian on our prep call

0:12

but Brian inspired me in many ways to

0:17

stop procrastinating with his book Eat That Frog and he also inspired a shift

0:22

from an inward focus to an outward focused sell seller really by shifting the focus from your own commissions to

0:29

helping others solve problems and achieve goals and that's made a huge difference in my own career and we quote

0:35

we cite a lot of his work and so just to give you some background Brian is the chairman and CEO of Brian Tracy

0:42

International his focus is to help you achieve your personal and business goals faster than you ever imagined brian's

0:48

written 96 books on selling habits goal setting discipline success and

0:54

leadership including two of my favorites Eat That Frog and Psychology of Selling

0:59

he's consulted for more than a thousand companies and spoken to more than 5 million people in 5,000 plus talks

1:07

across 70 countries worldwide he's also and my favorite part been happily

1:12

married to Barbara for 48 years has four children eight grandchildren and and is

1:18

a dedicated family man welcome Brian it is so great to have you and you have a

1:23

group of people that even when you were out they cited your work they cited your

1:28

um business and and uh Christy one of my coaches said you were the first she bought your audio book she was one of

1:34

the first people davidson my business development head said you got him into sales so you got a lot of people who

1:40

you've impacted on this call and I'd love to just start off by asking you the question you said um every seller wants

1:49

to SMS to MM and I'd love you to tell everyone what that means and why it's so

1:55

important in sales well thank you Ian i uh have given many many probably a

2:02

thousand seminars uh zoom seminars all around the world when the uh world fell

2:08

apart with COVID and you couldn't do seminars the speaking industry took a

2:13

real hit and I got a call i said "Well maybe I'll retire." 75 i said "Maybe

2:19

I'll retire now." And then I got a call saying "We'd like to book you for five talks um at" and I said "Well you you

2:27

understand that with co you're not allowed to be in a room with a lot of Oh no no we'll do it by Zoom we'll do Zoom

2:34

seminars." Well I'd never thought of that that led to five seminars i charge

2:39

less for it but uh I could do it like you and I talking right now and then

2:45

somebody else spoke me and somebody else booked me last week I spoke for a uh

2:50

Russian group uh I'm very popular in Russia very popular in Russia and um we

2:57

had 3,000 people on the line but as soon as the call was over they opened it up

3:03

to 800,000 more and so the call went to 800,000 people i

3:08

mean think geez that's amazing so there's always a solution and so I would

3:14

ask my clients to come back to your question I would say what um what do your listeners because these are

3:21

commercial operations you want to get more and more listeners what do your listeners want to hear and we would go

3:27

around and discuss like a consult consultation and it came down to they wanted to make more money everybody

3:34

wants to make more money everybody on this line wants to make more money why is everybody has the different reasons

3:42

my feeling and this is been my guiding philosophy is um that the most important

3:49

value that our uh listeners our clients have is freedom they want to be free you

3:55

and I talked about this and if you have more money you have freedom of choice

4:01

that's a wonderful thing about selling is you can control your own destiny so

4:06

then the question was well how do you make more money mmmm and the answer was

4:12

SMS which is sell more stuff you sell more stuff there's no shortcuts there's

4:17

no other ways you can't advertise your way into selling is

4:22

you've got to get face to face headto head knee to knee with prospective customers and sell more stuff so that's

4:29

what I began doing and I began uh became eventually very good at it and it's not

4:35

easy to become good at selling is hard it's a three it's it's three um elements

4:42

it's one is hard the other is harder and the other is harder still

4:47

but it's never easy so don't look for it to be easy so I began to sell and I

4:53

finally developed a sales system which has now been embraced by millions of

4:58

people it's a very simple system it worked like a dam and it's made people

5:03

more people have become millionaires following my sales system than any other

5:09

sales methodology book tape course in history and uh so when we spend some

5:15

time today with with our friends we'll try to share these ideas because these

5:21

ideas are so simple they're revolutionary you know for example you want to lose

5:26

weight eat less oh my god what a what an insight if you want to um

5:33

be uh you want to make more money uh talk to more people

5:39

so you have that's a good a good transition you have a seven-part seminar that you've been teaching for a long

5:45

time you said it's made more millionaires and I'd love to just um ask you what you know you've you've been

5:52

doing this for many decades and I'd love to know like what are the core principles that you've seen in training

5:58

tech sellers from IBM to every industry in that you teach if you can give us some of the highlights from the

6:04

seven-part seminar kind of some of the character traits or or nuggets that would be most relevant for um you know

6:11

for people even in today's world of AI and shifting technology i would love to

6:16

do that and in fact I'm going to show our uh listeners today how to become

6:22

millionaires how to increase their income two three four five 10 times guaranteed works for everybody i've got

6:30

now 30 40 years in speaking in sales training and I've never had a person

6:36

come back and say "It didn't work." It's something it's like a combination to a

6:41

lock if you turn to the right numbers in the right sequence the lock opens if you don't it doesn't and the lock is neutral

6:49

the lock doesn't care what you do or you don't do the lock just sits there so if you have the right

6:56

uh keys to the lock then it opens for you if you want to earn a lot of money

7:01

then you could earn a lot of money i've worked with people that came from farms third world low education everything

7:08

else but they just followed the system i sort of like a recipe they followed the recipe and they made more sales and more

7:15

money than they ever dreamed possible and they come to my seminars i had this one gentleman in in Dallas he came to my

7:22

seminar and a year later I was back giving uh the seminar again and he came up to me he said "I was here a year

7:28

ago." He said "Uh" he said "And I was struggling i was frustrated i was thinking about quitting." He said "And

7:34

then you taught me how to sell." And I'd never heard that before my company never taught it so I began to practice it he

7:41

said he said "Today I've never made more money in my whole life." He said "I want to show you something can I take you to

7:47

the airport he said he took me out and showed me his brand new Mercedes four-door beautiful car you know 75

7:55

$80,000 he said "This this is what I bought from selling from your

8:00

methodology or process." So uh it really works now I don't want to take over but

8:07

I'm I get very enthusiastic about this subject when I open my sales seminars I

8:14

start off and I ask "Thank you very much for being here." I say "Um let me ask

8:19

you a question." By the way it's a very good way of opening any conversation because it immediately grabs total

8:26

attention of the other person so I said "Let me let me ask you a question 2,000 people." I said "How many people here

8:32

would like to double their income?" Every hand goes up i said 'Well good

8:38

because you're in the right you're in the right place and I'm going to show you how to double uh your income and

8:44

double it again and it's not that hard but here it is the average salesperson

8:49

according to the research makes two new calls a day the they spend a lot of time

8:55

in the office go for lunches and and dinners and come in early and or come in

9:01

late and leave early and so on but they make two new calls per day so that's one

9:08

every four hours so here's two points number one is if you want to double your

9:14

income make four calls per day mhm instead of two make four double the

9:20

number of people that you talk to and there is a law called the law of probabilities which is very simply this

9:28

is that if you speak to twice as many people you don't know where the sale

9:33

will come from but the probabilities are that you will sell twice as much and

9:39

people say "Well this is BS i've been in my business for 10 years you you can't tell me I can double my income just by

9:46

doubling my cost." I said "Well this is my favorite question why don't you give it a try

9:52

why don't you give it a try before you dismiss it doesn't cost anything i'm not

9:58

asking you to give me money i'm just saying organize your time as you talked about and call on twice as many people

10:06

and you will double your income the law of probabilities is not the theory of probabilities or the wish or the hope of

10:14

probabilities it's a law that says if you double your calls

10:20

you'll double your sales so people come back to me and they say "I can't believe it i doubled my income within seven

10:25

days." I can't believe it you mean I thought it was all BS that you were

10:31

giving us sort of a motivational clap trap and I said "Now there's one more

10:36

benefit what happens to your skills as a sales professional if you double the

10:43

number of customers that you talk to what will happen?" And everybody goes

10:49

"You get better?" Yes that's right the more people you talk to the better you

10:55

get which means that it takes less time to make more sales and when you make

11:00

more sales what happens to your level of motivation or instead of is instead of

11:06

hanging around the office and talking to your friends and going for coffee you want to mm and the way you mm is you get

11:14

you sell more stuff and so one last point that I learned from Peter Ducker

11:20

is remember this there are no customers in the office there are no customers in

11:26

the office if you're in the office you are officially unemployed you might as

11:32

well be at home and pull the covers up over your head and uh lay in bed because

11:39

you're completely useless to yourself your family and anybody else if you're in the office get the heck out of the

11:46

office and get face to face with people who can and will buy within a reasonable

11:52

period of time by the way if you ask the right questions you can determine the

11:58

average is 17 minutes you can determine if this person can and will buy from you

12:03

and if you don't do that then you're going to spend a lot of time with people who have lousy lives and you're the

12:09

brightest thing that has happened to them today so they sit and chat with you and you talk and you go out for lunch

12:15

and and have coffee and everything else and they put you off and put you off and

12:20

they never buy anything but they really enjoy it they invite you back why don't you come back and see me again and these

12:26

these become your social circle but they never buy anything so for everyone

12:32

listening I mean it sounds simple right contact more people one one thing I want

12:37

to call out is two new people right two new people so in addition all the pipeline all the deals you're still

12:43

calling new people that you're not necessarily in a sales cycle with if it's if it's this simple Brian why don't

12:50

more people do it what are the factors is it human nature that prevents people from picking up the phone or reaching

12:58

out to more people is it distraction in your opinion like what is the the the

13:03

thing that you see getting in the way of people's own success well a major change

13:09

in my life was when I began to study psychology and I found that there are

13:14

two factors that hold people back and they are the fear first is the fear of failure and the second is the fear of

13:22

rejection and so fear grows when you're younger it comes from destructive

13:28

criticism it comes from negative results and you grow up with fear and what the

13:34

one of the things you have to do is to overcome your fear now here's the wonderful thing and I began teaching

13:41

this before I began teaching sales is if you do the thing you fear the death of

13:46

fear is certain ralph Waldo Emerson said "Do the thing you fear identify the fear

13:52

face the fear move toward the fear and the fear goes away if you back away from

13:58

the fear if you if you look for excuses don't not call on new people because they may reject you then the fear gets

14:05

larger and larger pretty soon it dominates your life when But if you continually make calls and I used to go

14:12

out sometimes I would I would run from place to place i used to joke so I could

14:18

be rejected more often because the more rejections I got the more sales I made i

14:23

used to make as many as 70 calls a day and I would just literally I'd go to the top of a office building and I'd call on

14:30

every single customer every single office all the way down and I may not make a sale but I I just literally

14:38

drumed the fear out of my system and once you are no longer afraid the fear

14:45

is replaced by confidence and the confidence is I can do anything I put my mind to mhm i have four children and I

14:52

knew this before I had any children and so I've always told my kids you can do

14:57

anything you put your mind to there are no limits so one of the things that I uh

15:03

found it's a the greatest discovery in human history is that you become what

15:08

you think about most of the time if you read books on selling if you listen to

15:14

audio programs if you attend a um

15:20

talk like this if you do these things is eventually your confidence goes up and

15:25

up and your fear goes down and down and at a certain point it disappears and I

15:31

found that most fear comes from destructive criticism in childhood so I

15:36

resolved that my children would never never be criticized so I'm going to give

15:41

people we say you become what you think about but you also become what you say to yourself so I'm going to give our

15:48

friends three things that they can say to themselves which will destroy their fear make them confident and make them

15:55

rich and this is before we even start on methodology and process bring it three

16:01

things number one is just whatever you're feeling fearful or doubtful say

16:06

the words I can do it i can do it i can do it i can do it i can do I can do

16:12

anything I put my mind to and repeat it this is called a positive affirmation

16:17

and it drives deeper and deeper like a drilling for oil goes deeper and deeper

16:22

at a certain point it gushes at a certain point you realize I can do anything I put my mind to that's the big

16:30

difference between successes and failures is that failures um are so afraid of failure that they avoid a

16:37

situation where failure is possible successful people realize that the only way to be successful is you have to fail

16:44

your way to success you have to fail your way you have to fail and fail and fail and fail and fail and then you

16:49

drill oil great story there was um a man in the

16:55

oil patch i used to work with some of the big companies out of Texas and they told me this story about this guy and he

17:02

was a sort of a a driller he was a wildcatterer and so on and uh at that

17:09

time what they would do is they would get an oil lease on a farm or set of acres and they would drill down about

17:15

300 ft and if there was oil they'd hit oil and sort of like making a sale that

17:21

hit oil and he came along and he studied geology and he came up with this idea

17:28

that below the oil the initial oil pools

17:34

there were bigger pools huge pools but there were much much deeper Well it cost a lot to drill even a

17:40

shallow well and people said "Well it's BS you can't do that it cost a minor." No he was had he had this fixed idea

17:48

that there were big oil fields but they were deep so the first oil fields they

17:54

found at 300 ft he concluded they were at 5,000 ft and everybody told him it

18:00

was crazy so finally he bought out a what what do they call it an oil lease

18:05

where the the oil was all depleted and uh so he got it for very very cheap and

18:13

he raised the money to drill and he drilled and drilled and drilled drilled around 5,000 ft and hit one of the

18:20

biggest oil pools in the history in the history of oil he became one of the richest men in Texas and then he went

18:27

what he started to buy depleted oil fields and then drilling 5,000 ft down

18:33

now what does that mean to uh us it means that your great success comes um after your greatest failures so don't be

18:41

afraid to fail so number one I can do it number two I am um uh I never give up i

18:47

never give up i never give up no matter how many times you are told "No no I'm

18:54

not interested i don't want it don't need it can't use it can't afford I'm not in the market right now your

19:00

competitor is better cheaper faster easier." No matter how many times you hear these things you just keep smiling

19:07

you just keep on going and say "I never give up." And then here's the most important of all and if you only listen

19:13

to one thing from our talk today is the magic words which I love is I am

19:19

unstoppable i am unstoppable i'm unstoppable

19:24

i never quit i never consider the possibility of failure i unsto what

19:30

happens you repeat these over and over but prior to a phone call or to or to a phone call or or a visit you just keep

19:37

saying and when you get rejected which you are going to get a lot you just say well I never give up I'm unstoppable I'm

19:44

now there's a wonderful thing you become what you teach so therefore tell your friends tell your kids tell your buddies

19:52

say I used to tell my children when they were young and just you know forming I would say you know I know something

19:58

about you because I'm your father and I said "You never give up you never give

20:04

up you never quit." Oh no that's not true Dad because I go school and problem

20:09

and sports i said "No no I know you I know that in your mind you never give

20:15

up." Really and then I each one of them grew up and they heard it over and over

20:22

again they grow up and they're confident and they're happy and they're cheerful and they laugh and they try all kinds of

20:30

things but it never occurs to them to give up because their father told them and their father knows best their father

20:36

told them you never give up so it's very important you tell yourself become a

20:42

role model and then tell your children and then tell your friends you know I

20:48

I've been looking at you and you just play with this say I've been I've been watching you so you know there you have

20:54

a special quality uh um that I really admire you never give up you've got this

21:00

you're so determined you never give up you never give tell people and they say oh no that's not true no and then

21:07

eventually they say Well maybe it is true maybe it is true maybe I never give

21:12

up and once that nickel drops that you become determined in your own mind you

21:18

have no fear no fear you never give up um you're going to be a big success and

21:25

no matter what the market no matter what the competition no matter what the price is you're going to be a big success

21:31

because because you never give up so this is the starting point you have to work on the start with the psychology

21:37

then use the methodology which let's uh yeah let's let's what I'm hearing for

21:42

everybody is a couple things right one is the mindset which we're on right now

21:48

in our in our program the mindset of you know failure is necessary on the way to

21:53

success and I'm unstoppable I don't give up and I can do it I can face my fear

21:58

and I'm not afraid of rejection so those are some powerful powerful um teachings

22:04

ings that that align with what we teach i'd love to yeah hear more about the methodology and in terms of like running

22:11

the sale that made you effective or any of the other things you might teach in in your in your workshops that are

22:16

relevant well what what what I found it was very interesting when I was coming up in sales is that there was a sales

22:24

methodology taught by some of the Fortune 500 companies and it was a a

22:29

sort of a very aggressive kick-ass um high pressure um tricksh and turn them

22:37

turned around and so on and I wasn't comfortable with that because you'll

22:42

always be most successful selling to people that you like and who like you

22:47

but you can't build this kind of relationship if you're using tricks and pressure and and proper answers so I

22:56

developed my own system and um let me tell you a quick story there's a one of

23:01

the biggest companies I won't give you the name but you'll know what it is had this most incredible sales system and

23:07

dominated the market for their product uh and they believe the reason they were so successful was because they had this

23:14

aggressive um high pressure sales system that seemed to work and they didn't realize that they had a patent on a

23:22

technology that nobody else had and when the patent on the technology expired and

23:29

it was open to everybody the competitors entered the market with lower price

23:35

better faster cheaper easier products to use and literally smeared them all over

23:41

the street because people were would buy the product because they had no choice once they had a choice they started to

23:47

deal with people like me the one of the salespeople who was trained in this high

23:53

pressure method of selling came to my seminar i didn't realize this till much later he came to my seminar he said

24:00

"This is the way to sell this is the way that I like to sell is establish

24:05

highquality relationships um based on trust and friendship and uh help your

24:11

customer to improve their life or work in a cost-effective way that's how I like to sell." So he began practicing

24:18

this he rejected the hard hard ass type of sales training he began to practice

24:24

his way and he moved up and up and up he became a sales assistant sales manager

24:29

uh sales director moved up to sales uh management moved up into the head office

24:35

became the president of Fortune 500 company but once he was the president he didn't say anything once he was the

24:41

president he abolished the old system and brought in this system we're going to talk about sold billions of dollars

24:48

still sell billions of dollars worth of product so there's seven parts there's seven parts of my system there's much

24:55

more that was a full day seminar by the way um and let me do a quick um ad from

25:01

our sponsors the best book that I've ever written on sales is called Advanced

25:08

Selling Strategies and there had some problems with the publishers but

25:13

Advanced Selling Strategies is uh a terrific book and I was at a conference

25:20

um for speaking for 4,000 people about 3 weeks ago in Las Vegas and um I was kind

25:27

of like a big star and they arranged for me to meet with their top salespeople to

25:34

do selfies and and talks and shake hands it's sort of like a wedding line but but

25:40

but we I get a chance to meet all these top people and this is a direct sales

25:45

door knocking hard job but all of these people somehow

25:51

had read advanced selling strategies and it was their Bible and every person they

25:57

hired and they had they've got about 40,000 people nationwide working in

26:03

their fe in their in their their technology and uh everybody read the book and everybody

26:10

was forced to read it and they read a chapter a day and discussed it so every one of these guys that I talked to

26:16

they're door knockers they're hardass guys there were guys like you and I working for the every one of them was

26:22

earning more than a million dollars a year every like and I was I was saying and they were so they bragged about it

26:28

they say I made a million two last year i made a million five a million every one of them was earning more than a

26:34

million dollars a year in straight commission sales and they said it's because of the book the book the book

26:40

the book i mean it was almost like the Quran in in in Muslim countries or like the Bible i

26:48

mean this is their book it made them rich to read this book because I explain these techniques so that that set aside

26:55

you let I want to now open give you a a room to comment and

27:00

then I'll explain my system well I um well first just I'm honored to have this

27:06

conversation and particularly what I wanted to do Brian is pay it forward to the new generation to people watching

27:13

this to seeing it on LinkedIn because your principles I align with and your work ethic and your your heart and and

27:19

your heart of service so I um I just want to acknowledge your impact on not

27:25

just the millionaires at the Vegas conference but on the sales community and the future impact my goal is to

27:30

amplify what you what you teach so I'd love to hear the seven principles and um in detail to the cliff notes to the

27:37

extent that we can we can do it and and dive into some other areas too so go for it thank you thank you i um it it it's

27:45

one of the things that changed my life was when I was struggling and I was talking to a top sales guys making 10

27:52

times as much as me selling the same product on a commission basis from office to office but he was selling

27:59

truckloads and I was barely barely staying alive i was living in a small rooming house and I said that uh the one

28:08

of the best weight loss programs cuz I lost about 20 pounds when I started off the sales career i said one of the best

28:14

weight loss programs in the world is to start selling without being trained and

28:19

uh I would I would eat twice a day i was very careful because I couldn't afford it and I slept in this little room with

28:26

one a little bed and a little dresser and then I'd get up in the morning and I'd go and knock on doors and I asked

28:33

him he said "You know um the top 20% of salespeople earn 80% of the money." And

28:39

I said "Really?" He said "Oh yeah it's a it's a known statistic it's called the

28:44

8020 rule." But I said "Really?" He said "Oh yeah." And I looked at him and I I

28:52

said by if that's the case I am going to be in the top 20% and what I learned is

28:58

that everybody in the top 20% started in the bottom 20% and then they made a

29:04

decision and this is the most important thing in your life those of you who are watching make a decision to be the best

29:10

make a decision to be in the top 20% and if you make that decision and you just

29:16

simply do everything you can think start earlier work harder stay later upgrade

29:22

your skills see more people give more just do what you already know to do and

29:27

do more of it and get better at it and you'll get into the top 20% people in

29:33

the top 20% earn 10 times as much as people in the bottom 80% and the reason

29:39

was because they decided to be in the top 20% and you say "Well it can't be

29:44

that simple i mean just making a decision." Making a decision like this

29:50

changes your life forever because it's very hard to ever go back nobody's going to say "I'm going to be in the top 10

29:55

20% well maybe I'll just be you know a sucker and worry about money all my life." And and and so here are the seven

30:03

keys key number one is is prospecting prospecting means finding qualified

30:09

people who want and need and can benefit from your product or service within a

30:15

reasonable period of time so think about prospecting and you should be able to ask questions when you meet with a

30:22

prospect for the first time on the phone or live or even online you should be

30:27

able to ask questions that clarify whether or not this person is really a prospect um and so don't spend your time

30:35

on people who are not prospects people who say "No I don't want it don't eat I can't use I can't afford don't have the

30:41

money life is terrible business sucks." Say "Well you know I uh I'm sure sorry

30:47

to hear that but you have a nice life and uh I'll get on with my life." But

30:52

you'll be amazed at how many people waste their day talking to people just because people will talk to them now I

30:59

want you to know that if you if you read enough on psychology most people have jobs especially decision makers that are

31:06

not very exciting when you come along you're a nice person you're cheerful and you're positive and you're friendly

31:13

because you want to make a sale and you're the brightest part of their day so they'll talk to you and suggest go

31:19

out to lunch together and have drinks afterwards and so on and so forth but they'll never buy anything so therefore

31:26

make it clear be clear in your own mind is this person really a prospect or are

31:31

they just a suspect prospect versus suspect everybody's a suspect until you

31:37

ask them questions about what they're doing and how it's working and what their plans are for the future based on

31:44

your product or service and if they say "Well we're trying to do this and our goal is that and we want to do this."

31:50

And then you say aha this is a person who can benefit from my product or

31:55

service now why do people buy a product number one reason is because of the

32:01

benefits that it gives i I often used to say to my audiences or thousands of you

32:06

know thousand 2,000 people I say by the way nobody ever buys on the basis of

32:12

price and I just stop this is almost sort of like a theater i stop and the whole

32:20

audience 2,000 boo that's not true product price is

32:26

everything they ask about price is too high they can't afford the price and everything I say no nobody buys on the

32:32

basis of price they buy on the basis of the benefit that they expect to enjoy as

32:38

a result of uh buying your product or service price is a factor they don't

32:44

want to pay more than is necessary but it's never the reason No they boo i said

32:50

let me prove it to you is there anyone in this audience who has a single item

32:56

about their person or business that is uh you bought solely because it was the cheapest available anyone here

33:04

whole audience stops not a sound not a hand goes up of course not price is

33:11

important but price is not the reason so don't get worried when people say that cost too much is more than like they

33:18

don't have any comparative factors so therefore a prospect is someone who can

33:24

uh benefit from what you sell uh far greater than the price so number two so

33:30

don't don't spend time with people who cannot or will not ever buy number two

33:35

is uh building rapport and trust and you know from my teachings and everybody

33:41

knows from my books and courses this is the this is the turning point it's the

33:46

hinge on which the wholesale swings is do people like you and trust you if I

33:52

like you and trust you I'll actually find a way to buy from you if I don't like you and don't trust you I won't buy

33:59

from you even if it's free so therefore the second part of the sales process is

34:05

to build rapport and trust and here is how you do it it's so simple it is that

34:10

questions build trust questioning builds trust you ask

34:16

questions and then listen patiently to the answers the very best salespeople

34:21

don't talk all the time the very best salespeople ask all the time and here's

34:27

another thing is I always do i learned this is take it and say "May I take

34:33

notes?" And customers are always flattered when you want to write down

34:38

their notes they say "I don't have a really great memory and I don't want to forget a single word may I take notes?"

34:44

And then pull out your pad and just write down what the customer says and the customers look at that and and

34:51

always always here's here's an interesting trick is you don't write notes like this

34:57

so that they can't see what you do is you put your notes right so that they can actually see you writing they can't

35:03

read it right but they can see you writing so that's so it's obvious that what you're writing is exactly what they

35:09

said so ask questions listening builds trust listening builds trust one of the

35:15

best rules I ever learned talking does not build trust listening builds trust

35:21

and how do you get a chance to listen you have really good questions and the very best salespeople have really good

35:28

questions and they take notes and the more you ask questions and listen the more the customer likes you and trusts

35:35

you and opens up to you and thinks about buying from you people will not buy from

35:41

you if you have the cheapest and the best product in the world they won't buy from you until they like you and the way

35:47

to get like you is you ask questions by the way if you're single and you want to

35:52

meet uh members of the opposite sex just ask them questions when you ask

35:57

questions especially guys when you ask questions rather than talking is people

36:03

really like you and they trust you and they they believe that you are interested in them in an honest way so

36:10

that's number one is prospecting were you going to say something be interested not interesting

36:16

yeah yeah that's very good be interested not interesting don't try to impress

36:22

people be impressed by them mhm nothing is more ask people about their

36:27

background their history their career your customers one of the greatest

36:32

questions I've ever learned was "How did you get into this business anyway how did you get into this business anyway?"

36:39

People absolutely love to talk about their career path and so ask them about

36:44

their career path and listen and know and listen that we say you can listen your way to success when you talk your

36:52

way into poverty but you can listen your way to success and most sales courses

36:58

that I studied and books I've got libraries you can see behind I've got libraries of books they're all with

37:05

tricks and techniques and trick questions and things like that instead just ask questions and listen I I wrote

37:14

a book called the power of charm you know I've written 96 books and the power of charm Nobody's ever written a book like this

37:20

it's really good and what it basically says that that if you want to be charming the answer is to be really

37:28

interested by in the other person just ask them questions and listen and it's almost

37:35

like an orchestra conductor you can conduct the orchestra by just asking questions you don't have to say anything

37:40

just say "What about this?" And what about that and what did you and then what did you do and then what did you do

37:47

one of the greatest of all questions how did you get into this and then what did you do and then what did you do and the

37:54

more you ask questions and encourage people to express themselves the more they like you and trust you and this is

38:02

even before you even mention the product or service and at a certain point and this is very they did 22 years of

38:08

research tens of millions of dollars thousands of interviews they found that

38:13

customers uh reach a certain point in the conversation where

38:19

they're ready to buy they're ready to buy and only then do you bring up your product and they will actually tell you

38:27

it's not like it's like waving a a flag at Lamonts you know they will actually tell you they'll say something like "Uh

38:33

well um what can I do for you what what have you got uh um why are we talking?" In other

38:40

words they will make it clear it is now time for you to shift gears and bring up

38:46

your product or service so the num step number three number one is uh prospect

38:52

no no point talking to people can't buy number two is to build rapport and trust

38:58

i've worked with professionals i still remember them that actually came and had

39:04

three meetings with me before they mentioned the product because the timing wasn't right some salespeople will start

39:11

talking about their product before they've even established even report any rapport rapport so number number three

39:18

is questioning and questioning is where you ask questions about what the

39:24

customer is doing in the area of what you sell but you don't do it earlier than that the earlier part is you build

39:31

ask questions about themselves and their career and what they're doing and how their business is and so on number three

39:37

is you ask them about their product and service requirements and they will tell you you say what about this and what

39:44

about that and are you doing this and are you doing that and how is that how is that working for you make no effort

39:50

to sell when you're doing a question when you're asking questions now here's an important point see yourself from

39:57

this day forward as a doctor of selling a doctor of selling now how does a

40:03

doctor practice medicine they do three things number one is of course they

40:09

established a reputation so number one is they do an examination the examination is they ask questions

40:16

and what about this and what about that and check and and so on uh number two is they do a diagnosis and the diagnosis is

40:24

this is your situation and number three is they have a prescription this is what

40:30

I would recommend based on what you have told me this is what I would recommend for you so it's always examination

40:37

diagnosis prescription it's an and they found the highest paid salespeople and

40:43

we're talking you and I are only interested in people who want to earn more than a million dollars a year

40:48

that's what we're talking about other other than that it's not a good use of our time if you want to earn more than a

40:54

million dollars a year this is how you do it this is how they all do it this is why more people have become millionaires

41:01

with this system if you follow it takes tremendous discipline to follow it okay

41:06

number four is you then make a presentation the sale is made in the

41:12

presentation the sale is made in the presentation if you have set the stage if you've done

41:17

everything we've talked to you up to now you say "Well based on what you've told me let me show you what we can do for

41:24

you." If you given a prescription what you would do you say based on what uh my

41:31

diagnosis I would suggest you take this and this is what will happen this is how you feel the first day second day and

41:37

and so on they tell you the benefits of the prescription so now what you do is you say based on what you told me this

41:44

is um my product or service how it can help you and improve your life and so on

41:50

and so forth and um I'm going to give you a sales closing

41:56

technique that it should be illegal um well is in 29 states but anyway don't

42:03

let me forget it so anyway um so then then you make the presentation and

42:08

that's number four number five is um answering objections is there are no

42:15

sales without objections people are are are very concerned about getting the

42:21

wrong product or the wrong service or paying too much or or or or being left in the lurch after they bought it and so

42:28

on everybody has what we call burned fingers burned their fingers buying a

42:33

product or service and that you you have to deal with the fact that somebody else has uh hurt them and so therefore they

42:41

will ask what about this what about that what about this what about that and think through answer with respect you

42:48

always say that is a good question never objection that is a good question let me

42:53

see if I can answer it for you that is a good question thank you very much for asking that let me see if I can answer

42:59

it treat objections questions with great respect and uh and then answer them uh

43:05

as a professional step number six is to close the sale and there are certain clo

43:12

sales closing techniques which I teach by the way and um these are no pressure

43:19

low pressure no pressure very professional very relaxed very easy to

43:24

use and if you one of the things that changed my life is I asked this question

43:30

what one skill if I was excellent at it would help me the most in my sales career and at that

43:37

time I wasn't afraid to make calls but I realized it was closing the sale so over

43:43

the following years I made myself an expert i still am the authority on

43:48

closing the sale and so if you follow my techniques you double and triple your closing and there's no no gimmicks no

43:55

pressure um just basically how do you ask the person to buy and finally number

44:03

seven is um follow-up service is the most important thing that you can do is

44:09

fulfill your promises if you promise that your product or service would help them then by gun you become absolutely

44:16

determined to help them uh with your product so if you have any problems here's what I used to do i say "Here's

44:22

my phone number call me 24 hours a day seven days a week anytime if you have

44:27

any kind of problem you call me immediately and we'll be we'll get all over it we say like like hair like like

44:34

fleas on a hound dog will take care of it immediately and you'll find surprise surprise that million-dollar salespeople

44:42

all practice this once you have the customer which is the hardest thing in the world

44:49

it's easy to keep the customer if you if you fulfill your fulfill your promises your promises were if you entrust me

44:56

with your needs and this I'll take care of you my company will take care of you and um we'll take care of you and then

45:03

uh and then follow through because the the first sale is extremely hard there's three sales in every business first sale

45:11

is the hardest of all the second sale is the second sale that the customer u

45:18

gives you because you took such good care of them but the first sale and the third sale is the key to your success is

45:24

the referral the referral takes no time takes no money people will give

45:31

referrals it's interesting in in in the in the world of public services take an example

45:38

of a restaurant a restaurant cannot survive unless people recommend it to others it's called pass along a book

45:47

cannot sell unless people recommend it to others a movie will go broke unless

45:53

people and after the first three days it's Friday Saturday Sunday if people are not going to you got to see this

46:00

movie you go they call their friends they tell them if they don't tell other people they don't refer them the movie

46:07

will die and so your job is to take such good care of your customers that they recommend and refer you to everybody and

46:15

uh so those are the big seven number one be sure you're talking to the right person prospecting number two build

46:22

trust build uh warmth rapport by asking questions and listening closely to the

46:28

answer and don't think about the uh the sale or the product at all number three

46:34

is to is is to qualify is find out and ask them a question about what they're

46:40

doing now and how it's working and so on number four is the presentation and the presentation is based on everything

46:47

you've done the presentation is where the sale is made then then a customer

46:52

says this sounds pretty good but what about this and what about that and then you answer the questions objections then

47:00

you close a sale and then you take such good care of the customer that it leads back into the next sale so those are the

47:06

big seven and um they're million-dollar it's a million-dollar strategy it works

47:11

like a dam i've gone traveled in 124 countries i've worked in probably 80

47:17

countries uh at different times i've made sales and started with sales organizations and started at the bottom

47:24

and worked up and this stuff works in any climate any culture any civilization

47:29

any product or any service um which is why it's so popular so I have a couple

47:34

questions thank you for sharing the system and obviously everyone pick up advanced selling and read it for

47:40

yourself for the details my my question well first you said remind you of the of

47:45

the legal closing technique that you you'd recommend so why don't you start there and then I have one more and then

47:50

afterwards I want to open it up to all of our members to ask anything they want so what's that legal uh closing strategy

47:57

that you well recommend when I began my sales career um I had the great good

48:05

fortune of being booked by IBM a seminar half day on leadership um and

48:13

that that that opened a lot of doors for me but um so I gave the seminar and uh

48:20

they liked me uh and they gave they booked me again they booked me 30 times over the next three years very seldom do

48:28

they book people more than once or twice but they booked me 30 times so I really studied IBM and what I found to my

48:35

amazement is this was in the 80s ibm had 82% of the world market for computers

48:43

82% 82% of the world market all the other

48:48

computer companies were fighting over the other 18% they had 82% and the and

48:54

the government the antitrust people in the government said "Well they must be cheating people they must be lying to

49:02

people and so on that they couldn't have how could what a company have 82% of the

49:07

world mark." So they they prosecuted them and they plagued them and they

49:12

chased them and they brought them in front of committees and so on and finally the uh President Reagan came in

49:18

and said look either bring charges against these people or stop harassing them and so they came and they said well

49:24

we found out why they have so much of the market is because customers like

49:30

them and trust them and are happy with the way they are serviced and IBM had

49:37

the most expensive products they they were never compromised on on giving

49:43

discounts or anything else they charged more and they had more business than anyone else so how did they do it and

49:49

this was the this was it should be illegal but it was so beautiful is what

49:56

they would do is they would come in and just like we're talking they would use this methodology and they would get

50:01

notes and information about how they were now processing information which is used a lot of staff and a lot of

50:09

expensive staff and they were selling hundred,000 500,000 million dollar multi-million dollar computer systems

50:16

and so they come they say you know based on the information you've given me let me put together a presentation and let

50:22

me sit down with some of your key decision makers and show it so what they did is they presented a strategic

50:28

planning program this is what this is where you want to be in the years ahead

50:34

these are the things you have to do and this is where using computers our

50:39

computers comes in and they showed that if you buy these computers hundreds of thousands millions of doesn't matter

50:45

that within two years two months three days they will pay for

50:52

themselves mhm and from then on and they're guaranteed for 10 years we will

50:58

take care of you service you be with you upgrade your skills they But it's a

51:03

10-year purchase it'll pay for itself in two years and two months or something else but they would show based on the

51:10

savings using information technology that their programs their products were

51:15

free they actually were offering million-doll products for free because

51:22

they paid for themselves plus a profit and this was the key oh god they said

51:28

from now from the day they paid for themselves you're making a profit uh you no longer you're actually making money

51:35

more money is flowing to your bottom line in terms of net profit and if you've ever been in business especially

51:41

large business what is it that people are concerned about it's net net profit I mean you're talk you're you're talking

51:48

about what they think about night and day their whole future is determined by the net profit so it's you're free plus

51:56

a profit our programs if you qualify if you are qualified are free plus a profit and

52:03

what I have found and I used to teach this in my is that when people when you use the word free it causes people's

52:10

legs to go weak because people love the word free just demonstrate that buying

52:15

your product or service if it's possible they're actually free because the benefits will be greatly in excess of of

52:22

the cost so they're free plus a profit and they had 82% of the world market and

52:29

one of the most complicated technologies in history i love it and it's it's so

52:35

it's so relevant to now everyone here is selling tech selling software and payback period is what we use right when

52:41

does this thing pay for itself and afterwards here's the return on investment so again these principles are

52:48

tried and true especially with AI especially with software where you're automating manual steps in the same Yeah

52:55

maybe it's the 2020s but it's the same principle of what IBM was doing in the 80s to automate a lot of the manual work

53:01

that computer systems at the time now it's the AI revolution it's the same opportunity with AI replacing human

53:08

manual labor um I I wanted to ask you Brian because I want to open it up to the group and we got about 60 people

53:15

still still on um one of the things I admire most about you I is your

53:20

productivity and specifically writing you know the amount of books that you've you've written 96 books and when I

53:28

talked to you about this earlier you said the happiest people in the world are the ones that are the most

53:36

productive happiness is comes from producing and creating because I ask you

53:41

how do you keep going it's like well I like makes me happy to to serve to produce to create i just want you to

53:46

dive into that one principle of the happiest people are the most productive

53:52

if you can just elaborate on what you found over the years and why that's the case i think that would be because a lot

53:58

of people think productivity yeah yeah it's it's hard it's a grind but you look at the opposite way so what's what's

54:04

your take on this well When I began to study psychology I came

54:10

across the work on self-esteem and self-esteem is defined as how much you

54:18

like yourself how much you like yourself and the more you like yourself the more

54:24

risks you take the more things you do the happier you are the more confidence you have and so on and when you produce

54:32

a lot when you are more productive you like yourself more you feel like a

54:38

winner it's a it's just exactly like a person who's comes across the finish line first feel like a winner every time

54:46

you create or or complete a transaction is do something and finish it you feel

54:54

good about yourself you feel motivated you feel happy and and the number one

55:00

aim of all of human life is to be happy behind every single motive there's a

55:06

second motive and a third motive and it finally comes down to happiness so if you want to be happy then what you do is

55:13

you start and complete your tasks so you set a goal this is why my work on goal

55:19

setting is the most popular in the world now uh in in 3940 languages oh thank you

55:27

is that this stuff is neat isn't it that Do you want us Do you want us to tell

55:32

everybody what this is and you're on mute

55:38

i was going to say I got my goals right here goal setting productivity brian you can you can share what this is and and I

55:44

learned it from you i have mine here too because I write I write my goals boom i

55:50

write my goals every day every day and what happens is when you if you don't

55:56

have goals you're it's like a car without a steering wheel in a huge parking lot it just meanders and rolls

56:02

around but if you have goals you go straight like an arrow and so when and the only goals that matter are written

56:09

goals if you don't write it down it has no force or effect it's almost like trying to shoot a rifle with your eyes

56:16

closed no matter how good the rifle is and each person my friend Dennis

56:22

Weightley who just died recently said that you have more potential than you

56:27

could use in a 100 lifetimes the average person uses never more than 3% but when

56:34

you have written goals and plans to achieve them you bump that to 10 15 20%

56:39

and the more you accomplish the happier you are and the more energy you have and the more you want to do what you're

56:46

doing to get this great feeling of self-esteem and self-confidence and the the most ma the magic words are I like

56:53

myself i like myself i like myself and when you do something productive you

56:59

like yourself even more now here's the flip side if you make a list of 10

57:04

things you have to do today put it all those aside is is number one if you

57:10

complete that it's the most important of all give you the biggest bang for your buck number two number three the PL

57:17

things at the bottom of the list you can do them all day long and they don't give you any self-esteem they don't give you

57:24

any bang they don't give you any satisfied clean up my desk and put stuff in the waste basket and so on so what

57:31

you have to do is discipline yourself by writing down everything you have to do and then asking this question which is

57:37

in my book eat that frog is what one thing on this list if I were to do it

57:43

and do it well would have the greatest positive impact on my life greatest

57:49

positive impact and put a circle and you know what it is it jumps out at you almost like it bites your hand and you

57:56

put circle around that then you start with that and you discipline yourself And discipline is the key self-control

58:03

discipline you start just discipline yourself to work on that until it's done

58:08

work on that and don't do anything else come in first thing in the morning best thing is to plan your day the night

58:14

before and then when you start work you hit it like a starting of a a big race

58:21

you don't just cruise off onto the the Roy racrack you hit it and smash it down

58:29

and work on that and when you complete and this is very important the the bang it's almost like you're taking a drug

58:35

that gives you a hit the bang comes from completion task completion is the key to

58:41

great success because when you you can actually get addicted to task completion

58:47

in that you and the more the more important the goal then the more bang you get for your buck and the happier

58:54

you are you're just happy all the time people you know you laugh you know there's the joke about poker players

59:00

they say that the u the winners laugh and tell jokes and the losers say shut up and deal u well the bottom 80% of

59:09

people are going through life saying shut up and deal because they don't get any joy from their work because they're

59:15

not completing their tasks so that's what we talk about you set goals and make a list of things to do start with

59:22

number one and discipline yourself start every day start and complete one your

59:27

most important task and you'll become one of the highest producing most positive highest paid people um in your

59:35

world i love it i love it he's talking about eat that frog and just for context

59:41

Devin um the the list is is every day write 10 goals that you have for the day

59:46

and just continue to repeat it and my 10 are always the same right my 10 is around my intentions be kind loving and

59:53

supportive to my wife be patient present joyful with my children right surrender to God let go certain things that I

1:00:00

write and tell myself because that's influences everything else and then I have goals that change as I accomplish

1:00:06

that for the quarters so I'm a Yeah I'm a I'm a practitioner for the past ever since you went on Chris Doris's podcast

1:00:13

I've been practicing this and it's been very powerful especially in the personal the personal side of the goal setting

1:00:18

too so um Brian I'd love to open it up i know we're a little bit over and I want to just take questions from the group

1:00:25

and see if um people you know have an opportunity to just learn from you and and hear anything um that you know your

1:00:33

advice on any topic so I want to open it up to um the group and and see if anyone

1:00:39

has questions for Brian that we can help him with and I can take you off mute and

1:00:44

go go through so who wants to go first while we have them

1:00:55

tamber you got any questions for Verbai i have a lot i have a lot Brian um long

1:01:03

long time fan eat that Frog and Psychology of Selling were some of the first books that Well Psychology of

1:01:08

Selling particularly was one of the first books I ever read around sales um and eat that frog i was I said it in the

1:01:13

chat the first thing that I always came up with was prospecting that's going to move the needle the further the fastest

1:01:19

so anyway you've been a massive inspiration um someone mentioned this actually in the chat and I'm curious

1:01:26

because I had the same question at what point cuz you said you know you don't give up you don't give up you

1:01:31

don't give up at what point do you decide that you know kind of sort of the grit

1:01:39

versus the the give up conversation of I just need to keep going versus I'm not

1:01:45

doing the right thing and I need to alter my focus or change my focus or do something else to make this work at what

1:01:52

point do you decide that well I have um a golden triangle of

1:01:58

success and it it's three points and they're what I've learned over my entire life and number one surprisingly enough

1:02:06

it's just to accept responsibility top people accept responsibility no

1:02:12

excuses um they don't look for other people other thing other reasons they

1:02:18

say the magic words I am responsible i am responsible if I'm not happy with any

1:02:24

part of my life in this business if you're in business it's income you want to double your income set it as a goal

1:02:30

and write it down people say to me I want to earn more money good well show me show me your written goal that says

1:02:37

you want to earn more money so they say well no no I I've got it in my mind anybody who has it in their mind it's

1:02:43

like cigarette smoke in a big room it's all just disappears and so 80% of the

1:02:49

population is fantasies they don't have goals they have wishes and go and dreams

1:02:54

and fantasies but they're not goals can you imagine if you uh finally made a

1:03:02

lot of money and you decided to build a beautiful house your dream house and you called the best contractor in the city

1:03:08

and you called them and said "Look I bought this piece of land it overlooks the golf course and uh I want you to

1:03:14

build my dreamhouse on this." He said "Well great uh do you have any blueprints what what what's Oh no it's

1:03:21

I've got all in my mind i know what I want it's a You know it's going to have bedrooms and living rooms and windows

1:03:28

and but you have a do you have a do you have a blueprint i mean do you have any plans oh no you don't need that just

1:03:33

build just build the house well that example is you say "This person must be

1:03:40

crazy this person must be crazy to even think of building a birdhouse without a

1:03:46

blueprint." It's the same thing with most people they have an extraordinary in intelligence and talent unlimited

1:03:53

ability but they don't have any written goals so the first thing you do is be is

1:03:58

clarity i've done strategic planning for more than a thousand companies all over the world including multi-billion dollar

1:04:06

companies and I sit down with the senior executives and I introduce it i said the

1:04:11

our first word is clarity we need to be absolutely clear about the these things

1:04:17

and so I take them over through a three-day program by the time they're finished with the three days they're

1:04:22

absolutely crystal clear about everything that they want and need to do

1:04:28

to accomplish the goals and achieve the financial results and they say it's extraordinary

1:04:34

writing it down and having everybody uh on the same page if you like is

1:04:39

extraordinary and you can do it yourself so therefore in sales um never expect it

1:04:45

to be easy it's it's never going to be easy it's going to be hard so your job is to get better get better at what you

1:04:52

do call on more people call on better people make better calls make better

1:04:58

presentations uh uh and of course take such good care of your customers that they tell all their friends to buy from

1:05:05

you as well you're getting me going on this subject but that's what happens is

1:05:11

there's a direct relationship between frequency of activity and the likelihood

1:05:17

of success so therefore make more calls double your calls make more calls make

1:05:23

better calls make more calls make better calls and um the law of probability our

1:05:30

dear friend I took a university course on this and uh I had to learn um what is

1:05:38

it pro differential calculus in order to do uh

1:05:43

probability theory i was so bad at it because I failed out of high school i had to take it twice so to this day I

1:05:50

hate probability theory because it was so hard and I had to hire a tutor to

1:05:56

take me through the differential calculus but I never forgot that there's

1:06:01

a pro there's a probability that everything can happen and you can influence those probabilities that is

1:06:08

extraordinary that means that there are no limits to what you can do if you're

1:06:14

clear about it and you write it down and you make a plan and you work on it every day and I and I think Brian we were

1:06:20

adding the whole grit verse quit um grit means a lot of people associate it with

1:06:26

just grind it through it doesn't mean do it better it's really that do it better

1:06:31

get better yes that's going to make the difference because you could do the same thing and expect different results and

1:06:36

just keep going and that's just insanity that's foolishness right so if it's not working you need to change yourself

1:06:42

change your approach change who you're calling change your messaging change change you right so I think until you've

1:06:48

got gotten the playbook and execute it consistently and been patient you can't quit but you need to make sure what

1:06:55

you're doing is actually working and pivot to something that does work better if it's not so I think there's a fine

1:07:01

line but too many people quit too soon because it gets hard and that's Well here here here's a great question is is

1:07:08

when you talk to a salesperson and they say that we're struggling you say "Well what are your favorite sales books?" The

1:07:14

ones that you read and underline and and review on a regular basis and then go silent wait mhm and your highest paid

1:07:22

salespeople and I've spoken to about two to three million salespeople

1:07:29

in 64 countries the highest paid sales people without exception will say "Oh I

1:07:35

read this and I read that and I read this and I read this about three times and I read the lowest paid salespeople

1:07:41

huh huh well what difference does that make to

1:07:47

read a book on sales?" You know you know that wonderful line

1:07:52

that says "The more you do of what you're doing the more you'll get of what you've got." And uh my friend Charlie

1:07:59

Jones used to say that that you will be uh in five years the person you are

1:08:06

today except for the people you meet and the books you read so therefore read

1:08:12

read I one of my uh techniques that I teach which we'll talk about another

1:08:17

time is basically read one hour every morning in sales as you're in sales read

1:08:22

one hour that'll be that'll give you one book a week one book a week is 50 books a year 50 books a year will double your

1:08:30

income and double it again and double it again make you one of the highest paid people in our society and eventually

1:08:36

become a millionaire how do I know that because everybody who does it does it

1:08:41

it's sort of like the law of gravity which direction do do things f go with the law of gravity they fall down

1:08:49

nothing falls up or sideways everything falls down if you continue to upgrade your skills your sales go up your sales

1:08:55

go up your motivation goes up that makes you happy geez geez you start to get up

1:09:01

earlier i used to get up at 6:00 in the morning so I could start my day and be in a customer's office this is often

1:09:07

cold calling by 8 o'clock and I would continue knocking on doors until 9:00 at

1:09:13

night that was my working day and I and I loved it because I could started to make so much money and made more money

1:09:20

than I ever made in my life i never dreamed it was possible i was making more than my father by the time I was 24

1:09:27

years old just astonishing and uh everybody else can do it everybody in

1:09:34

the world does it by following what you and I are teaching and preaching we got

1:09:39

a we got a question i I embrace embrace the early days i did the same thing going door to door in Korea Town selling

1:09:45

copers in up and down the building so your stories reminds me of my my early days in in sales um Kelsey asks "Brian

1:09:53

what's your biggest life hack for keeping a positive winning mindset through the highs and lows of life as a

1:10:00

seller?" Well you need a track to run on and the track we we should probably share this

1:10:08

because it's so simple is I I thought this with people i see you want to

1:10:14

double your income here's a guaranteed way to do it and what Ian and I do is we

1:10:19

take a spiral notebook and this is the exercise it's it's so powerful it should

1:10:25

be illegal but just write down 10 goals write that down at the today's date and 10 goals in the present tense i earned

1:10:33

this amount of money in 2000 i am I achieved this i accomplished that

1:10:39

i I drive this kind of a car i live in this kind of a house i travel on this

1:10:45

vacation i meet this kind of whatever it is write it down write it down write it

1:10:51

down because if it's not in writing it doesn't exist it's like cigarette smoke

1:10:56

then the next day you take your spiral notebook and you turn to the next page

1:11:01

without looking back you never look back you write it down once turn to the next

1:11:06

page and write down your 10 goals again and do i learned this exercise when I

1:11:11

was a young man poor on the street no money holes in my shoes old car living

1:11:18

in a in a in a little apartment that was for three different laborers lived in

1:11:25

three different bedrooms in this old apartment building i still remember it and that was the best I could do and I

1:11:31

started this exercise write down 10 goals every day now it takes discipline

1:11:37

takes control takes planning but what it does is it starts to center you and you

1:11:42

start to get organized and you start to get focused and you start to become clear and the order of the goals begins

1:11:49

to change and the description be every day every day every day it's like a mental exercise program like a physical

1:11:56

exercise program so instead of getting up every day and exercising for 30 to 60

1:12:01

minutes you get up and you exercise mentally you do this every day do it for a month and then do it for the rest of

1:12:08

your life i have to I think I told you my story about the person who came here about a

1:12:14

month ago um this woman I got a call from my uh agent in um Ukraine and she

1:12:22

wanted to come to San Diego to interview me and paid me my fees and she brought

1:12:30

three people they flew from Ukraine and he said this woman is one of the most

1:12:35

successful women in Ukraine in broadcasting and she's really highly

1:12:41

respected and a lot of followers so she came she spoke reasonably good English

1:12:46

wonderful woman and her name was Maria married two children um she's 39 years

1:12:52

old um happily married really but she told me her story she

1:12:58

said "The reason I'm here," she's come all the way from Ukraine two days of traveling and so she said "The reason

1:13:04

I'm here is because a year ago or three years ago I was earning $500 a month and

1:13:10

then I read your book on goals which is in 40 languages and you told me about

1:13:16

writing down my 10 goals every day well I had nothing to lose so I started to do

1:13:22

it she said "That was three years ago." She said "Now I am earning $500,000 a

1:13:30

month $500,000 per month." And I learned from

1:13:35

my uh agent she's one of the highest paid people in Europe one of the most

1:13:41

respected beautiful big home she has a a broadcasting complex in term of

1:13:47

podcasting and so on and she says and she kept emphasizing it was this

1:13:52

exercise it was this exercise that made the difference she said it was phenomenal i couldn't believe it i was

1:13:59

skeptical because life was difficult because of the war and everything else but she said I just

1:14:06

did it every day every day today I earn $500,000

1:14:11

a month now I'm not trying to influence you guys in any way but I am suggesting

1:14:18

that let's say it only works 10% for you and you only earn $50,000 a month that's

1:14:27

1.2 2 million a year like all my friends from my conference in Las Vegas they're

1:14:33

all earning more than $50,000 a month and this is why and this is why so come

1:14:39

back to the question I asked at the very beginning why don't you give it a try

1:14:45

and you know that 80% of people no matter how much we talk about it 80% of

1:14:50

people do not have the self-discipline to get a spiral notebook and write down 10 things they want they won't do it um

1:14:58

even 90% you know Harvard University said only 3% will follow this kind of

1:15:04

advice um I I I just want to add to this Brian it's it's literally do the things

1:15:09

other people aren't willing to do to keep that positive mindset the mind goes to the negative unless you in set your

1:15:16

intention around this is how I'm going to show up every day I do the spiral notebook i also say an affirmation and I

1:15:22

read a personal mission statement before I start the day it is a choice of

1:15:27

committing to this is what I want to accomplish and you rewire you program your brain but it doesn't mean you're

1:15:34

you're not going to have down days or negative thoughts or fears it just means you're purposely setting the intention

1:15:42

to be positive and show up your best and focus on your goals day in and day out and it never ends it never ends brian is

1:15:50

doing this still and still writing books and still serving because it's an identity it becomes your identity you're

1:15:56

the person you start to believe what you what you believe is is what you achieve right so that that's it takes daily

1:16:03

discipline and daily work to set these intentions to write it down and most people are just not going to do it unfortunately and that's the difference

1:16:10

right it's it's not a hard thing it takes the discipline the trust the focus and the faith and um I think it's a it's

1:16:16

a choice cuz the mind naturally does gravitate if you don't program it in the right way towards you know the worry the

1:16:23

anxious the fear and all the negative thoughts so Brian um I I I want to respect your

1:16:30

time and um I think there's there's a bunch more questions in here we could probably go all day but I I want to um

1:16:37

just ask one last question looking it through um and it's related to what

1:16:42

you're talking about there's a lot of people who are very ambitious who have big goals and then they

1:16:51

start talking down to themselves they say "Who am I kidding?" Right am I being delusional um and Frank I love the

1:16:59

question i want to end here how do you get clarity on being highly ambitious

1:17:04

but avoid the trap of thinking you're being delusional the negative selft talk i can't do this i'm not this person and

1:17:12

this is probably one of the things that I see the most with people just doubting and questioning themselves and thinking

1:17:17

it's not possible for me i'm just curious how you address so many people who have doubts about their own

1:17:23

abilities or their own um potential the answer is actually we've covered the

1:17:30

answer answer number one is write down your goals in the present tense as though they were already true and uh the

1:17:38

more you write them down the more you start to accept them at a deeper subconscious level and at a certain

1:17:44

point you stop doubting them there certain you it's it's doubt doubt doubt

1:17:49

doubt doubt doubt doubt and there's a whole structure for this you start off with total disbelief and then the more

1:17:56

you repeat it and repeat it the disbelief gets smaller and smaller and smaller and smaller and then you start

1:18:03

to believe it just a little bit you start to see something happen that's a little bit more consistent with what you

1:18:09

wanted and you start to think well maybe it is possible maybe this stuff does work like it's worked for every

1:18:15

successful person in history maybe it does work and so you keep saying I could do it I earn this amount of money I

1:18:22

weigh this number of pounds I live in this kind of a house I meet this perfect person just write it down write it down

1:18:29

write it down and a certain point starts to become truer and truer and truer until it becomes a total belief and then

1:18:36

you then you cannot even imagine it not being true and that's the first thing um

1:18:42

is to write it down write it down and the second thing is to talk to yourself say I can do it I can do it I can do

1:18:49

anything I put my mind to I can do it and even if you don't believe it at the beginning just keep repeating it I can

1:18:56

do it I can do it I can do it I never give up I never give up I never give up

1:19:01

and what you do is you reprogram yourself it's like a computer you reprogram your mental computer so that

1:19:08

the way you think on the inside is consistent with what you want on the outside is it easy no if it was easy

1:19:14

everyone would do it the bottom 80% of people prefer what is fun and easy to

1:19:20

what is hard and necessary but you the people on this show the people who are watching this uh podcast you are

1:19:28

exceptional people you're different from the average and uh the critical thing is

1:19:33

what you do every day so get up in the morning write your goals set your priorities complete your most important

1:19:39

task read an hour every day and oh my god the difference will be phenomenal

1:19:45

watch your life transform um Brian I I uh this will be the very last question i

1:19:51

I can't thank you enough my This is about your legacy my man you've you've had You have I'm I'm sorry you have to

1:19:57

wait for one second i'll be right back no problem um we are going to wrap up right here

1:20:04

and uh I think Brian I'm keeping him too long we started a few minutes late so uh

1:20:12

the Zoom is meeting in the back i'll just read some comments while we're waiting it's been incredible Brian

1:20:19

excited to read your books thank you what an inspirational talk that was absolutely epic what a refreshing

1:20:25

conversation Brian thanks so much reprogram your internal computer so that you feel on the inside is what you want

1:20:31

to see on the outside i'll just add while we're waiting for him um

1:20:39

the affirmation piece is really really important right i woke up today feeling

1:20:45

sick i woke up feeling down and um you know less motivated less driven but

1:20:52

I feel great now because of being in motion right um I said this on

1:20:59

on the call yesterday but weak is the man who lets his his um thoughts

1:21:04

determine his actions and strong is the man who lets his actions determine his thoughts so if you're thinking "I can't

1:21:11

do it." But then you take the action of saying an affirmation in a mission statement writing it down and making the

1:21:17

calls and showing up anyway you're going to feel better afterwards um so do the action anyway even if you

1:21:23

don't think it even if you don't feel it um some of these things in here it's it's literally

1:21:30

going through and saying how I'm going to show up today it's not about the goal i have one goal that's revenue related

1:21:36

on here i write down every day be kind loving and supportive to Sandy be

1:21:42

patient present and joyful with Max and Luke serve with all my heart help Max

1:21:48

manage his emotions coach Rich and Christy which is a short-term goal

1:21:54

honor my calendar and start on time meditate 10 minutes a day sell 1.2

1:22:01

million in Q2 trust God and fully surrender and tell

1:22:06

people about God every day these are the intentions it's

1:22:12

not make 20 dials it's how am I going to show up

1:22:18

how am I going to serve how am I gonna work right it's who are you being not so much

1:22:24

what you're doing who are you being i am successful i am facing my fear i am

1:22:32

having authentic conversations i am serving from the heart the power of this

1:22:37

stuff is incredible and I uh

1:22:43

I learned a lot of it from Brian learned a lot of it from Byron Katy

1:22:51

learned a lot of it from Tony Robbins from Jim Ran from Napoleon Hill this is

1:22:57

not just Brian right these teachings are tried and true if you want a positive

1:23:02

life and achieving your goals and dreams you have to be intentional with what those are and what you want and you have

1:23:09

to show up every day with discipline with drive with purpose and it's a daily decision

1:23:17

so I think for everyone um I'll edit I'll edit any any wait time but I hope

1:23:23

this is very valuable um for for you guys for just the the stuff we teach in

1:23:31

this program the mindset because it's just reinforced by everything Brian's saying and it just makes a world of

1:23:38

difference thank you Brian thank you for staying over with us by the way this is this is pretty epic for our group and

1:23:43

again my my last question for you is I want to amplify your legacy i want you

1:23:49

know long after you're gone long after I'm gone I want your teachings to prevail for for generations to come and

1:23:56

I my last question is based on everything you've teached taught over the years and every lesson you've

1:24:03

learned what's kind of the one most important lesson that you want everyone to walk away from not just on this call

1:24:09

but forever that will lead to a happy fulfilling life you know for them if

1:24:15

there was one thing that your work you can you can convey biggest obstacle we

1:24:20

have i came from a family that had no money i didn't graduate from high school i worked at laboring jobs washing dishes

1:24:27

working on farms and ranches and things like that so but the one thing I learned

1:24:32

is that um there are really no limits except the limits you place on your own

1:24:37

mind and so your job is to keep feeding your mind with positive stuff associate

1:24:44

with positive people um don't associate with people who are going nowhere

1:24:49

associate with people who are successful um and the way you do that is you ask them questions you learn from them you

1:24:56

read their books and their articles you write to them it's just like you contacting me is people who are

1:25:03

successful want to help other people to be successful we we are grateful it's called an

1:25:11

attitude of gratitude we're grateful for our success and as a result we want to

1:25:16

help other people to have the same feeling of self-esteem and self-confidence that we have and the the

1:25:23

wonderful thing is that the more you help other people to be successful the more successful you will be there's a

1:25:30

direct it's called a law of reciprocity is the more you give the more you get

1:25:35

the more you share the more you have of your own um it's interesting that they

1:25:41

they over the centuries they've looked at families um and dynasties that have

1:25:46

become extremely wealthy and they find that every one of them tithes they give money away they give money to charity

1:25:54

they establish hospitals they do uh all kinds of things and the more that they

1:25:59

give away the more they get back and so the the basic rule is you can tithe your

1:26:04

tithe your way to wealth to to riches is that people who give away to other

1:26:10

people even if they can't afford it even if they have very little money they just give 10% of their income to share with

1:26:17

others something about that creates kind of a a magic law of attraction in the

1:26:23

universe that attracts back into your life 10 and a hundred times what you

1:26:28

give out so if you can't give out money look for ways to help other people teach

1:26:33

other people to share your ideas with other people to push them in the right direction um and by doing that the more

1:26:41

you help others the better and more successful you will be it's a wonderful

1:26:46

thing it's a it's a wonderful circle it keeps coming around um and getting

1:26:51

better and better sort of going like an upward spiral mhm and and you your famous quote is approach each customer

1:26:57

with the idea of helping them solve a problem or achieve a goal rather than selling a product or service and that

1:27:04

intention is what leads them to trust you and to want to work with you because they can see your heart is there to help

1:27:10

them and that's the conversational piece that's the rapport piece that's the questions that's the curiosity it all

1:27:15

kind of don't be afraid to tell them that my see I always say that I see myself as a

1:27:22

helper i see myself as a helper i used to see myself as a salesperson and a manager

1:27:27

and a business owner but then I realized that we're all in the business of helping others to improve their lives

1:27:35

and work in some way that's what we're there for we're there and if if if we can't help you improve your life or work

1:27:42

in some way then uh then that's that's okay it's understandable but that's what why I'm here and um so let me ask you if

1:27:50

your life the great question if your life was perfect in every way how would it be different from today if your

1:27:57

business was perfect in every way how would it be different from today and help people think about that so because

1:28:04

most people's thinking is all over the place it's unfocused help me be focused

1:28:09

i used to ask these two questions actually they changed my life question number one if I could achieve any one

1:28:16

goal what one goal would have the greatest positive impact on my life and number

1:28:23

two was what uh one skill would help me the most to achieve that one goal and so

1:28:30

then it's called the law of indirect effort is you focus all of your attention on developing that skill and

1:28:38

surprise surprise you achieve the goal and once you do these two things it'll

1:28:44

occur to you that there are no limits for the rest of your life all you have to do is decide what you want and decide

1:28:52

what you're going to have to do well to achieve it and that's not so hard and you know they they say that you know you

1:28:59

walk before you run you crawl before you walk um but write it down write it down

1:29:05

write it down i love it i love it it's so simple yet so powerful and you can

1:29:11

literally take that same question and apply it what's the one goal in my relationship that would have the

1:29:17

greatest impact what skill would I need to develop to achieve it what's one goal with my finances what's the one goal

1:29:23

with my business right so you can apply that principle reminds me of Gary Keller's one thing but you can apply it

1:29:29

to any area and then it will pivot and you just keep pivoting and your whole life is this journey of growth and you

1:29:36

know before you know it you have massive abundance in all areas of your life because you keep focusing on getting

1:29:42

better and developing yourself in those areas that need it so with that Brian we've kept you um an hour and a half and

1:29:48

I I really just want to thank you for your work thank you for your your heart of service thank you for um paying it

1:29:55

forward i mean clearly uh you've had such an impact on so many lives and

1:30:01

you're still giving in in in this stage of your career and I'm very grateful for this conversation for you i know our

1:30:08

community is too i looked at the chat and it's full of a lot of really positive um you know feedback and and uh

1:30:17

transformational type of messages and and and feedback is there anywhere if you want people to follow you or connect

1:30:23

or learn from you any anywhere you want to send them or recommend for people to dive in more to your work or your

1:30:29

content i'm just trying to think if you come to if you just come to

1:30:35

Brian Tracy Brian bbriandracy.com and get on get on with us uh all of my

1:30:44

social media and other things go from there now the numbers are in the

1:30:50

millions seven eight million people um we're starting to do

1:30:56

podcasts and broadcasts on with some of these ideas so just just come on come to

1:31:01

us and we will send you some information i have people who do that by the way but

1:31:06

if you'd like to keep track then by all means and uh I wish you the very best of success as well and also Tanvir and uh

1:31:15

and uh who else have we got here and Davidson

1:31:22

where where are you from davidson I wonder anyway it's a pleasure to be with

1:31:27

you and I uh hope look forward to talking to you again soon thank you sir

1:31:32

appreciate it we'll get this out to as many people as we can and thank you so much for for your service

1:31:38

lord David said "Nice to see you thanks for turning it on." Davidson said you

1:31:44

got him in the sales he said the reason he got Davidson you want to tell him while you're while you're talking the

1:31:50

reason why you're here is because of I know him

1:31:55

he's the guy he's the guy who wants to be rich that's

1:32:00

That's the guy who wants to be rich we'll get him on here

1:32:07

see you again all right everyone bye

Hey federico tempella,

Back when I started in outbound, it felt like I was casting a line into the ocean and hoping something *maybe* bit.

Sure, we had CRM data. Some account scoring. A “Tier 1” list.

But truthfully? It still felt like gambling with a blindfold on.

After coaching 100s of sellers and generating millions in pipeline, there's one thing that MUST be learned:

**The best prospects don’t come from mass outreach.**They come from *signals*.

Think of it like this:

Would you rather knock on random doors… or the one with the ‘Looking to Buy’ sign out front?

That’s what good signals do. They turn cold outbound into warm timing.

Here are a few I track every day:

**📈 Company Growth**

* New funding rounds
* Hiring sprees (especially sales/marketing)
* New office openings
* Recent M&A

**🧑 Leadership Moves**

* New exec hires
* Internal promotions
* Key departures

**🌍 Market Shifts**

* Product launches
* New partnerships
* Competitor moves
* IPO announcements

Now, here’s the key:

You don’t need fancy software (though intent tools help).

I use Google Alerts, Sales Nav filters, and a sticky note. Whenever I see movement, I jot down the company + trigger.

Then next time I’m prospecting?

I *start* there. Not with a list of random logos, just the ones with heat.

Because the old outbound playbook says: **“More activity = more results.”**

But the modern playbook? **“Right timing > more touches.”**

﻿That's exactly what I'm going to be teaching in the next Webinar in partnership with LGM. ﻿Learn how to detect intent, target your best-fit leads, and message at the perfect time, powered by AI.

Hey federico tempella,

**Forget the hype, repeatability beats charisma.**

You know the story we’re sold: The best reps are “natural-born sellers.”

Always charming. Always closing. Always on.

But here’s the truth I’ve learned after coaching dozens of high-performing SaaS teams:

**It’s not the loudest reps winning.**It’s the ones with the clearest system.

This edition of *Modern Sellers* is for anyone who’s ever thought: *“I’m not the extroverted type—can I still crush sales?”*

Short answer: YES. But only if you trade charm for process.

Here’s how the best do it:

**1. Energy is inconsistent. Systems aren’t.**

When I first started, I assumed confidence was everything.

I watched the top rep on our team work a room like a TED speaker and thought: *I need to be more like that.*

But trying to perform my way into pipeline wore me out.

Then I tried something different:

I built a routine. I scripted my openers. I ran weekly message tests. I documented what worked. I ignored what didn’t.

That shift? Took me from average to president’s club in under a year.

Because confidence fades. A system keeps working, even on days you don’t feel “on.”

**2. Top reps aren’t the loudest, they’re the most coachable.**

Every seller hits a wall.

The difference between the ones who stay stuck and the ones who break through?

**﻿Coachability.**

The best reps I’ve ever trained ask for feedback before they’re told.

They reflect. They test. They implement.﻿ ﻿Not once. Not when it’s convenient. Every week.﻿﻿﻿﻿

They don’t get defensive. They get better.

That’s how they improve 1% at a time, until that 1% becomes compounding growth.

**3. Winners don’t wing it. They install a system.**

If your pipeline depends on how you feel that day, your revenue and quota will too.

That’s why the best reps run a system that works whether they’re hyped or tired, social or introverted.

Here’s what that looks like in 2025:

* **Clarity**: Who are you really selling to? What triggers action?
* **Signal-Based Prospecting**: Prioritize based on buying intent, not lists.
* **Messaging Engine**: Adaptable copy across channels, tailored to your ICP.
* **Call Game**: Know your openers, objections, and pivots cold.
* **LinkedIn Process**: Show up where your buyers already are.
* **Feedback Loop**: Track, refine, double down.

If you’re missing even one of these, results will feel random.

With all six? You’re running an outbound machine.

**Want help building yours?**I help SaaS sales teams install high-output outbound systems that don’t rely on charisma.