



WIFI

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Use Hawksoft to launch, lead, & manage account rounding or cross-selling campaigns

Put Hawksoft through its paces in a real time demo of sales campaign capabilities. Account round current book, or generate interdepartmental cross-sales, we promises soup to nuts coverage of every step you need to tap the goldmine in your database. Learn how to:

1. segment and prioritize lists,
2. use template to generate customizable correspondence,
3. track activity, opportunities and results,
4. manage your follow up and keep the E&O police at bay.

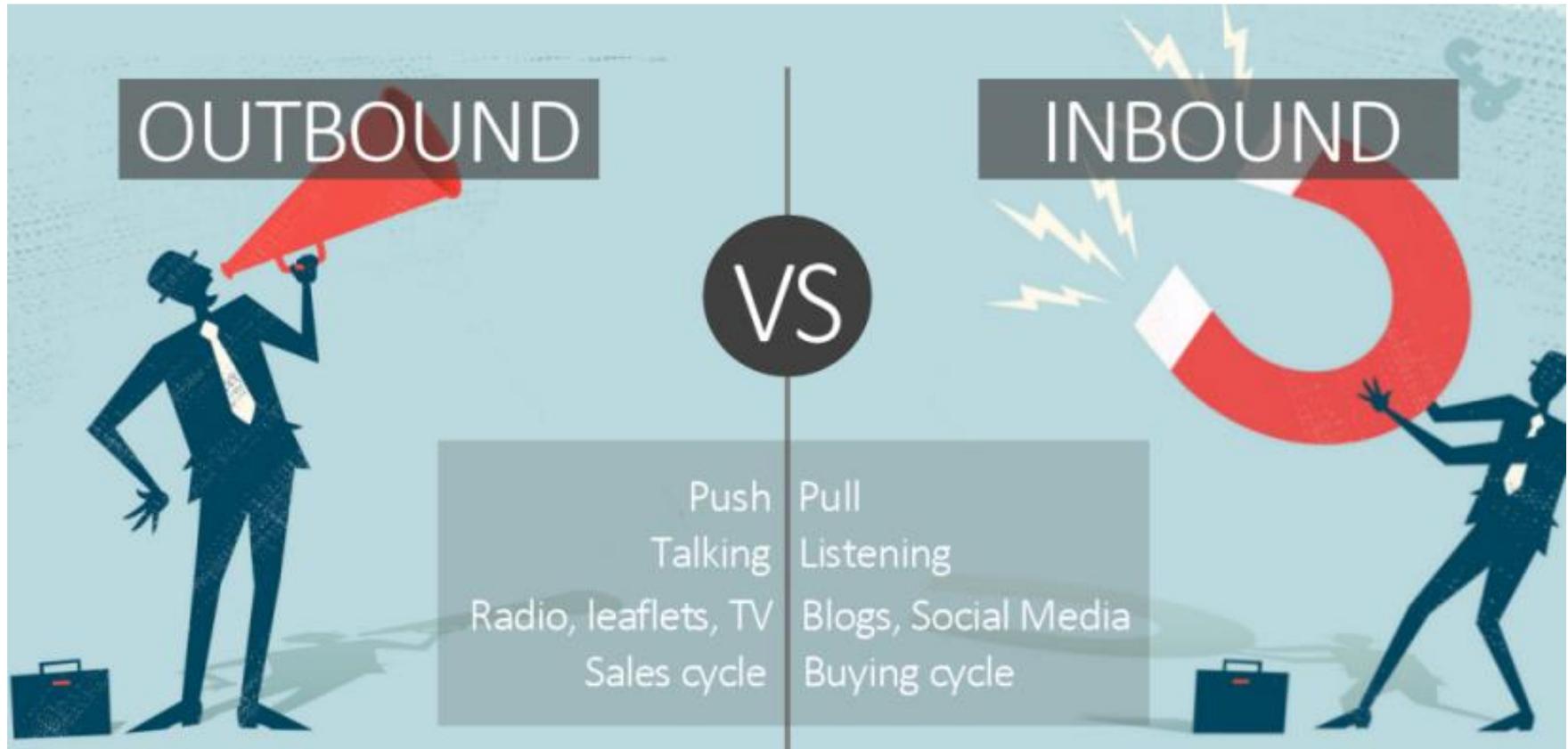
The Big 5 Skills

1. Bridge from task to ask.
2. Handle resistance.
3. Trial close.
4. Proactive outreach.
5. New business intake.

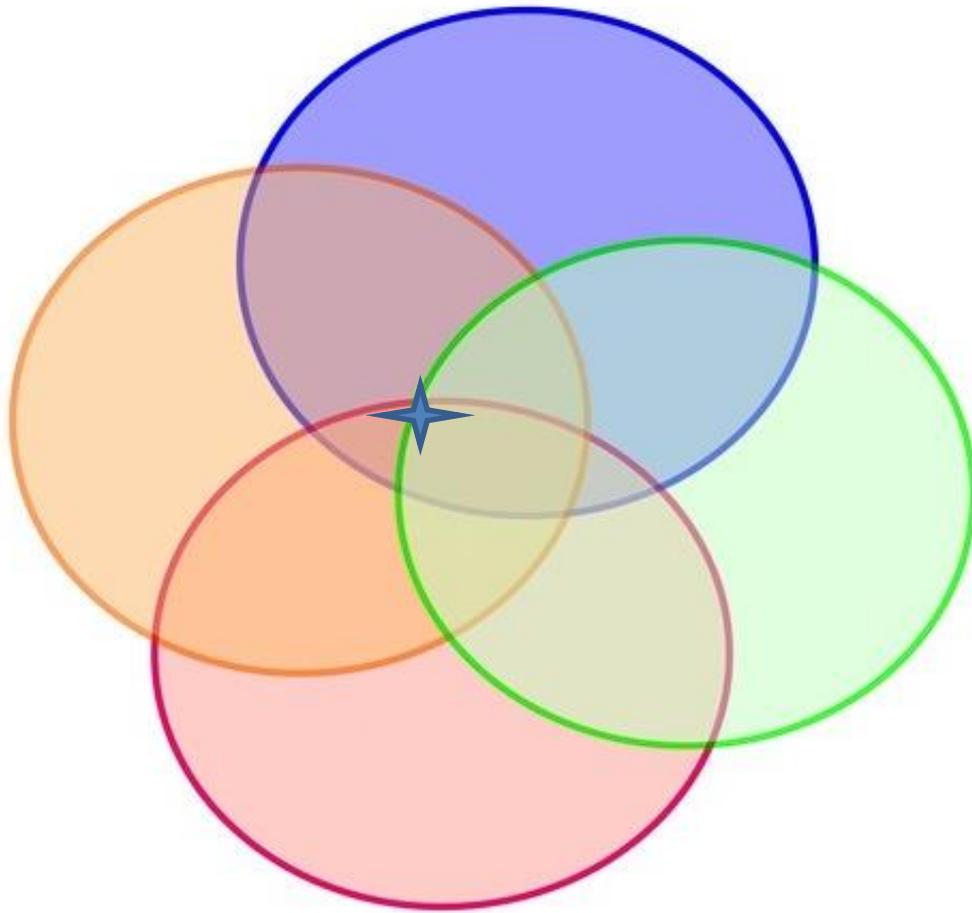


And.... Remarketing reduction, self-management, referral requests

Let's be clear



To stay in the sweet-spot of growth we need...



How do you feel about the outreach?

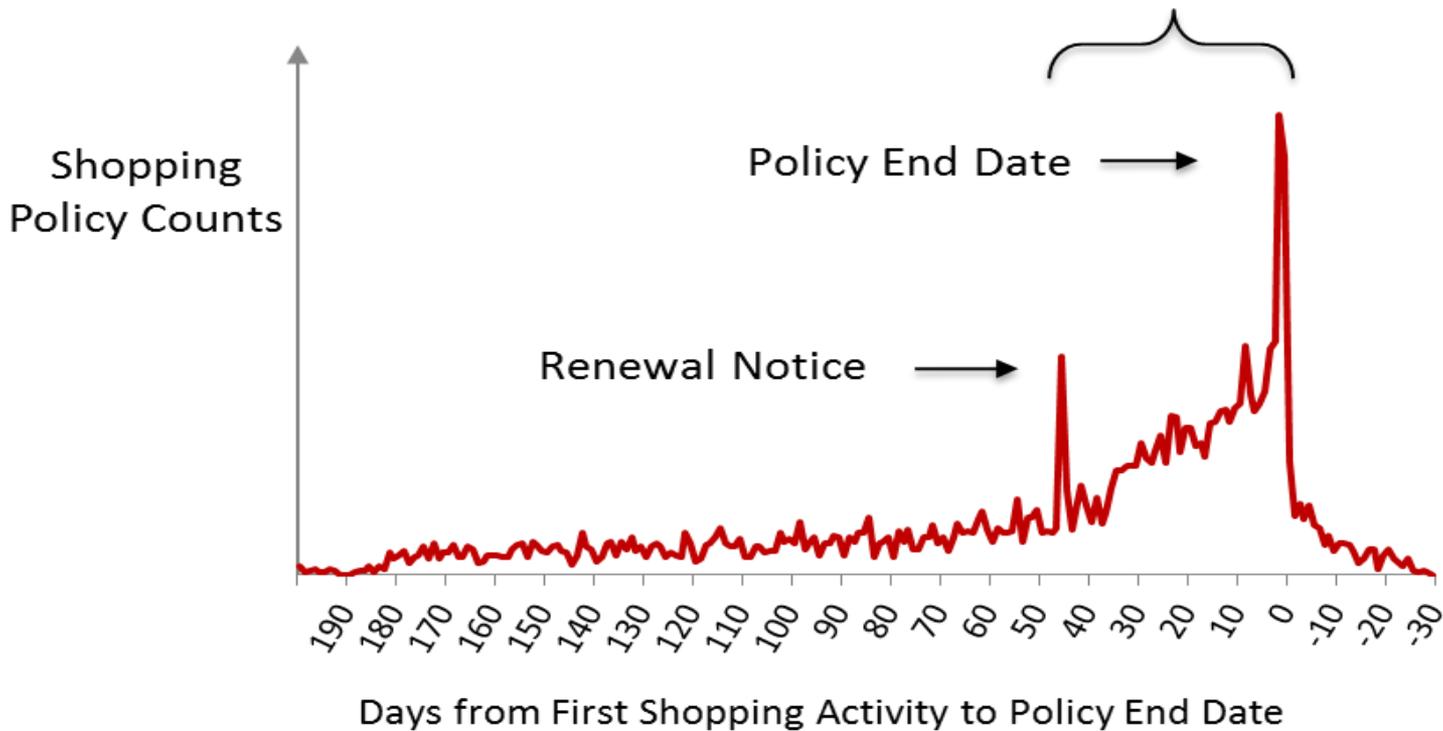


Remember why you are calling in the first place. (And asking, handling objections, trial closing,?)



Timing matters

42% of shopping started between the renewal notice and the policy end date



Proactive Outreach



Name 3 things to keep your outreach cooking



Your prioritized list



Who you gonna call?

Your script.



1. Minimal script
2. Opportunity script (4-parts)

- I. Intro w/ WR
- II. Purpose
- III. Value
- IV. Close

Let's listen in



Your process:

1. VM & EM concurrently
2. Suspense 5-7 days later
3. VM2 & EM2 concurrently
4. 3rd attempt? What & When?



Eisenhower's Time Management Matrix (Popularized by Covey)

	<i>Urgent</i>	<i>Not Urgent</i>
<i>Important</i>	1	2
<i>Not Important</i>	3	4

Outbound Calling...

(list, script, process)

# of Outbound Calls	# of Voicemails	% of calls to voicemails	# of Call-Backs	% of Call-Backs	Quote Offered
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Our Noble Profession



release
attachment
TO THE
outcome

The action plan starts now



1. **BTFAR.** Some of the limiting beliefs I have about myself are...
2. **4-part Sweet-Spot.** Which of the 4 elements do I avoid?
3. **The Big-5 skills.** How would I rate my consistency across all five?
4. **1% gain.** What will I try my first day back at the office?

...and your action plan continues with
Free, 1/2hr agency accelerator coaching.

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Free download of:

CSR Handbook of Essential Sales Wisdom

<http://www.steadysales.com/csr-handbook-download-request/>

End

Flow matters

The action items, the technical matters, the sales activities

