

“Brilliant! If you only read one book this year, make this the one.”

—Jeb Blount, CEO of SalesGravy.com and Author of *People Buy You*

THE SALES MAGNET



How to Get

More Customers

Without Cold Calling

KENDRA LEE

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Book design by DesignForBooks.com

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Published by KLA Press

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Printed in the United States of America

Library of Congress Control Number: 2009903530

Publisher's Cataloging-in-Publication data

Lee, Kendra.

The Sales magnet : how to get more customers without cold calling / Kendra Lee ; with foreword by Jill Konrath.

p. cm.

ISBN 978-0-9857829-1-7 (pbk.)

Includes index.

ISBN 978-0-9857829-2-4 (e-book: ePub)

ISBN 978-0-9857829-3-1 (e-book: Kindle/Mobi)

1. Selling. 2. Success in business. 3. Selling--Psychological aspects. 4. Selling--Technique. I. Konrath, Jill. II. Title.

HF5438.25 .L42 2013

658.8/1 --dc23

2009903530



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Part 1

Prepare Yourself for a Barrage of Prospects

So you've decided you need more leads.

Your funnel isn't nearly as full as you'd like. You're tired of cold calling.

It's time for a new strategy. It's time to get more hot prospects to come to you because they've heard of you or your company. They want to work with you. You're who they think can help them.

That's what I call prospect attraction. New contacts respond to your lead generation activities. They email you, attend your webinars, read your blogs, and watch your social network comments.

They learn your name and what your company does. You elevate yourself to be the expert they listen to even before you know who they are.

Suddenly, you have a barrage of prospects at your virtual door, each clamoring to discuss how you could help them.

Sound like what you're looking for? Well let's make it happen.

It all begins with changing the way you view prospecting and lead generation. And it starts here.



1

Why Prospecting Is No Picnic

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Grab a cup of coffee and let's talk. Prospecting is no picnic. While you like speaking with new contacts, getting their attention is the challenge. They're busy people and they just don't have time for you. You have outstanding offerings and know you can make a difference in their business with the references to prove it!

But you can't get new contacts to notice you, and meanwhile your pipeline is suffering.

Doesn't it sometimes feel as if there are never enough customers to fill your funnel? Then you fret, wondering how you're going to reach your goals?

Have you cold-called yourself to death and think that there's got to be a better way?

I work with a lot of people who are struggling with this. Take Bob for example. He's in sales and constantly scrambling to fill his pipeline. He hates cold calling and prefers to spend his time with customers. He closes good-sized deals but never has enough new opportunities to meet his sales goals.

Sandy just started her company two years ago. She has very satisfied customers and a great consulting team and she

longs to take her business to higher levels through expansion into more regions. She needs a strategy to penetrate new markets and is uncertain what to do.

Matt's sales area is comprised of too many companies to count. While he's responsible for new business development, he can't begin to call every one. He's wrangling with how to attract those organizations that have an immediate need.

Then there's Amy, who has an established firm with talented employees all involved in supporting customers and with little extra time for selling. She's striving to feed them enough fresh, qualified prospects to meet the company's revenue objectives.

Does one of these people sound like you? You know what they're facing, don't you? And it's painful. It's a never-ending prospecting cycle where you feel you can't get ahead of the game.

You're constantly worrying about when you'll have time to prospect and if there will be enough new opportunities in your pipeline. You're faced with the challenge of how to balance customer responsibilities with business development requirements.

What options do you have?

So what can you do? What choices are available to you?

You know you could cold call, yet who wants to do that? Frankly, nobody.

People don't call you back. You aren't sure you're calling the right person. Gatekeepers block you from connecting with decision-makers. It's stressful, time-consuming, and definitely no picnic.

You could hire a telemarketer. Maybe you've even done it before. You know others who have. The challenge with having

other people call on your behalf is that they don't know your business like you do. They miss obvious opportunities, bungle your value proposition, and set appointments with unqualified contacts. You spend tons of time educating a telemarketer only to have the whole thing fail.

What a waste of effort and money.

Of course there are always referrals, but you need a bunch of them to drive the sales volume you have in mind. You ask, and ask, and ask. Some clients provide good ones. Many don't know who to refer you to. If you do get the name of a new contact, it's often someone who may buy someday but has no need today.

While you like knowing you have future potential in your pipeline, it doesn't help meet today's objectives.

You know you need a strategy to fill your pipeline, but you need something simpler that will be more successful in drawing clients.

Stop the Treadmill

What you really want is to attract prospects and eliminate the wasted effort. The good news is that you can while reaping greater rewards.

There are a whole slew of ways to connect with those people you want to be your customers and proven strategies that'll catch their attention and have them clamoring to talk with you. They'll recognize how you can help and actually request that you call them.

Instead of cold calling you can use email, webcasts, blogs, social networking, public relations, and more. Create follow-up strategies that'll nurture prospects until they're ready to talk with you. I'll teach you all of them.

I'm going to give you a bunch of ideas for enticing new prospects. Forget any stipulation that the only way to be successful in prospecting is through cold calling. It's your choice how you want to get your value proposition in front of companies and capture their interest. I'll show you lots of ways and give you straightforward how-to tips in every chapter.

You decide how much time you want to spend prospecting. Determine what aligns best with your objectives. One client I work with can only manage four leads a month; others require hundreds.

In my experience most sellers really require only 10–20 new opportunities every 30 days to achieve their goals. You want to figure out how many leads you need, then create an attraction strategy to bring them to you. I'll show you how to secure them in the way that's simplest for you.

If you aren't sure how many leads you need, use the Quota Gap Calculator in the Sales Magnet Tool Kit on my website to figure it out in less than 10 minutes.

Before you know it you'll be using these attraction strategies and drawing prospects to you, telling you they want to talk about how you can assist them. And then your issue won't be filling your pipeline. It'll be following up on all those leads!

Now that's a nice challenge to have.

Ignore the Skeptics!

I get asked all the time, can you really get new leads without cold calling? Sellers and experts alike are skeptical.

One afternoon I went into great detail with a sales consultant explaining how you absolutely can use email and other

non-phone techniques to get contacts to reach out and ask you to sell to them. I thought she had finally seen the light about how prospect attraction can work, until I read the blog where she posted her interview with me.

She wrote: “Does email prospecting work? Kendra says yes, if done with the right *other* proactive activities like calling.”

I just shook my head in disappointment. She’d missed the point.

Don’t get me wrong. When there’s a top prospect you absolutely must secure an appointment with, you definitely need to call.

But when you have a group of contacts who are similar and you’re trying to identify interested prospects, attraction strategies are the way to go. You can reach out to them using a very tailored message and approach that engages those who want to know more to reply to you.

The consultant didn’t want to believe that you really can allure buyers who choose you and request your help.

I’m here to tell you that you can get prospects to jump up and say, “Take me! Call me! I need your help!” I’m going to show you how to use attraction strategies to do just that so you fill your pipeline with people who already know they want to work with you.

No more cold calling with a hope and a prayer—and a shudder of reluctance.

Sales Magnet Tools for You

If you aren’t sure how many leads you need, check out the Quota Gap Calculator in the Sales Magnet Tool Kit. You’ll know the answer in just 10 minutes or less!

Throughout the book you'll see this section wherever I've assembled electronic resources that'll help you in creating your attraction strategies. They're all included in the Sales Magnet Tool Kit at www.thesalesmagnet.com.

2

Attract Prospects to You

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The real problem in prospecting is that your contacts don't know you.

Even if they have a need, they don't know you're out there and that they really should be talking with you. They're sitting back ignoring what should be fixed or turning to Internet searches and their network for solutions.

You have to be in front of your prospects when they recognize they have a problem. If you're right there, they'll ask for your guidance and recommendations. You'll become the trusted advisor who helps them map out the answer, determine their budget, and make it all work. If you show up late, they're already working with someone else. You find yourself in a competitive situation, selling against someone who's already achieved honored status.

There definitely are times when you should help create desire. But when you have an empty pipeline, you can't wait around nurturing and coaxing your prospect until he sees the light and wants to address the issue. You need new opportunities now.

Your focus must be on finding those people who realize they have a problem and are just beginning their search for an answer. These are the ideal contacts you want to attract. And to catch their attention, they have to know about you.

That's why prospecting is so hard.

We know we're trying to find someone who has a qualified need, but it's often as if you're shooting darts at a dartboard—blindfolded—after being turned around in a circle five times. Of all those potential customers out there, which ones have recognized they have an issue? And how do you make sure they've heard of you?

In my first sales area I covered nine different industries and had thousands of small and midsize companies that I was responsible for breaking into that year. From law firms to bowling alleys, it was overwhelming to think about how I could possibly find those businesses that had determined they were ready to invest in a new computer system. Because there were so many, there was no way they'd know to call me when they were investigating a purchase unless I did something about it.

I had my own personal dartboard but no darts.

All this means is that you have two objectives in prospecting:

1. Make yourself known in the markets where your best prospects can be found
2. Attract prospects who have a problem you can solve

All along you've known you must find the contacts who have issues, but you've probably never thought about making yourself known to them. This book will help you with both. To

get your name out in so many places may seem like a daunting proposition to you as it did to me, but it's achievable.

If you start in small bites, you can do it and I'll show you how.

Enter the Attraction Trifecta

To get you started let's look at three sets of attraction strategies, the Attraction Trifecta as I call it.

In horseracing a trifecta is a race where you place bets on three horses to finish first, second, and third. If you think about it, you're in a race to find enough new opportunities to meet your sales goals. You're betting on yourself to fill a pipeline with prospects who are interested in working with you because they think you can help them.

The Attraction Trifecta gives you three sets of powerful strategies to get your name out in front of your target companies and entice new contacts to you. Combined over time, as you continue to use them you'll become a well-known expert in your field. Even if you change territories, companies or products, so many people will know of you that they'll think of you when they're looking to solve a problem. They'll call you to ask if you can help or if you can recommend someone who can.

New prospects will seek you out. When that happens, you've made it. You've won the Attraction Trifecta.

What are the three magnetic strategies in the Attraction Trifecta that will draw prospects to you?

1. **Personal**—Personal attraction strategies make the prospect feel like you've reached out to make

a personal connection, such as email, letters, networking and phone pursuit.

2. **Digital**—Digital strategies use internet tools and resources to reach your prospects, such as e-newsletters, articles, social networking, blogging, and on-line public relations.
3. **Collaborative**—Collaborative strategies engage together with others to capture prospects' interest through online and local events, off-line public relations, and alliance partnerships.

Certainly cold calling and referrals are options, and there are some very good resources on both. But this book is designed for those of you who are tired of cold calling, already know how to secure referrals, and want to start drawing leads to you using novel approaches.

The secret behind the Attraction Trifecta strategies is in their power to work together to reach your market. You can combine them to stay in front of your prospects without seeming repetitive. Each place they go, your name pops up: On a social networking site linked to someone they know, as a quote in a blog post they're reading, or in an email you sent them.

Every person is unique, and so too are your prospects. Some people respond better to email, others a handwritten note or an invitation, others to articles they found during research. By mixing up your approaches using the Trifecta, you're more likely to connect. And even better, you appear ubiquitous—everywhere they turn, there you are!

They begin asking themselves, "Do we have that problem after all? Should we be talking to you?" Bulls-eye! You have a lead.

You Have My Permission

Are all these ideas beginning to sound intimidating to you? If so, take a deep breath, a sip of coffee, and let's step back.

You don't need to try all the concepts in this book. What's most important is that you get started. Begin to get your name out in front of your potential customers so they'll know to call you when they require assistance.

Not every attraction strategy in the Trifecta will feel comfortable for you.

Take public speaking as an example. Some people never can imagine themselves standing in front of a local chamber of commerce or association and giving a presentation, even though they are quite knowledgeable. Some people enjoy sharing their expertise from a stage and having people crowd around to talk with them afterward. They seek out conference and trade show speaking opportunities. This may not be your thing, and that's okay.

Instead, you may enjoy writing and you gravitate toward blogging and articles. Or you may like being spontaneous and prefer to whip up a series of emails, update your profile on a social network, or send a quick handwritten note. If your best prospects tend to be technical, Web events may be the best avenue to give them the depth of information they need before seeking you out.

Whatever your preference, it's your choice.

If you aren't confident in an attraction strategy, it probably won't be successful for you. So skip over it. Choose the strategies that take advantage of your innate abilities.

You don't have to try them all at once. You don't even have to do more than one thing. You can be more powerful

using all three, however even if you choose only one strategy within the Trifecta you can still win the race.

As you begin each chapter in this book, figure out which techniques sound like the most fun and play to your strengths. Skip a particular strategy if it feels too foreign for you to consider.

Read about those ideas you know you'd like to use. Consider how you'd execute them in your selling. Think about your prospects and the resources available to you and begin to picture yourself implementing the strategies. How would you do it?

Ask yourself:

- What do I need to do to execute it?
- How long would it take me?
- What resources would I need?
- How would my customers respond?
- How many new prospects do I think I could get?

Visualize the strategy working for you. Bring it to life in your mind and have fun with it! Put your personal flare into it.

Don't stop with the attraction strategies you know you want to use. Challenge yourself to try some that sound interesting but might stretch you a bit.

Choose one and jump in. Worst case, it doesn't yield any new prospects. Best case, you discover a hidden gold mine and put your name out in front of your market in a new way!

You have my permission to try the techniques you think will best fit you. The key is to begin, and you only need to start with *one*.