



5 ways to
GET MORE

at



Notices & Disclaimer



The PowerPoint Version of
this eBook is available at
ShiftSelling.com/Dreamforce

I make no commissions or referral fees
of any kind from any of the people or
companies mentioned in this eBook.

To meet at Dreamforce or pick my brain about any of
the ideas or resources mentioned in this eBook
please call or text me at **+1.403.874.2998**

All trademarks and registered trademarks are the property of their
respective owners. The company, product and service names
used in this eBook are for identification purposes only.

About The Author

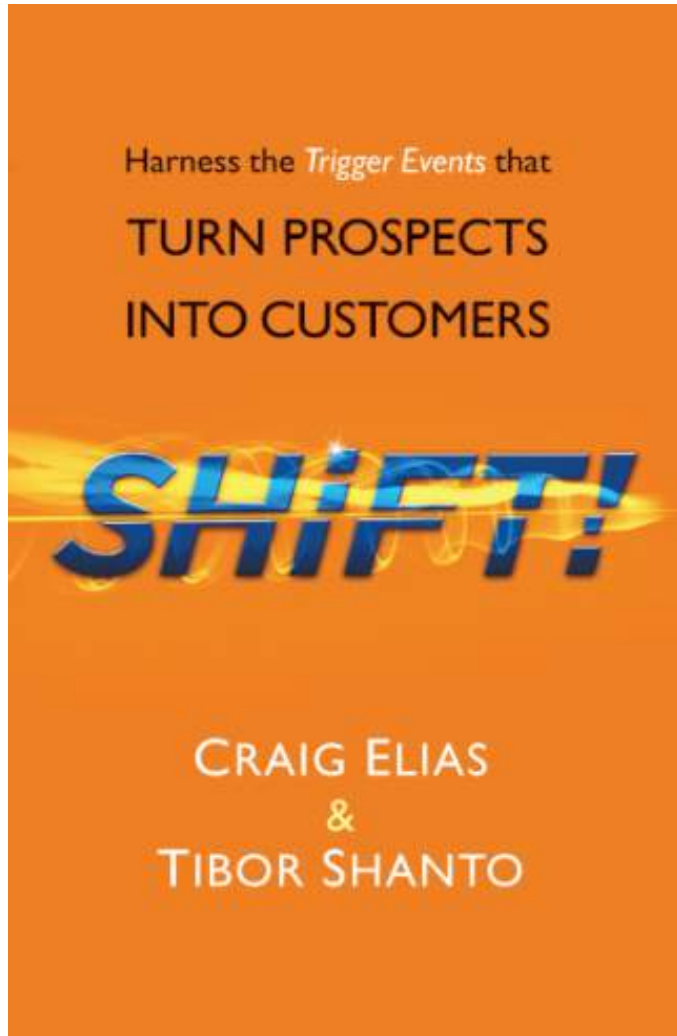


Craig Elias is the creator of [Trigger Event Selling™](#), Chief Catalyst of Shift Selling Inc., author of the award-winning sales book "*SHiFT!*" and LinkedIn user 3,956 of over 325 Million users.

Craig's knowledge of prospecting and lead generation has resulted in:

- A 20- year track record as a top sales performer
- Coverage on NBC, The New York Times, The Wall Street Journal
- Winning a \$1,000,000 prize in a global billion dollar idea competition
- Being named 15th on Forbes list of the world's most social sales people
- Having his last company twice chosen by Dow Jones as one of the 50 most promising companies in North America

Trigger Event Selling™ Book



Steven M.R. Covey

"... **simple but profound truths** that will help you leverage intent for immediate action and cut down the selling cycle, while creating lasting bonds with customers."

Gerhard Gschwandtner

"This process is **destined to expand the traditional division of the sales team** into hunters and farmers by adding a new category: the trapper."

Keith Ferrazzi

"By combining the power of relationships with timing – what Elias and Shanto call "Trigger Events" – the authors present **a powerful sales strategy...**"

Ivan Misner

"... capitalize on the key moments that will bring you success in a busy, fast-paced world. **This is a must read!**"

Tim Draper

"...if you want to **sell anything to anyone**. Read this book and then... Sell! Sell! Sell!"

Four Objectives

This eBook has been created to help you accomplish four key objectives at Dreamforce

1



Get more sales

2



Get more meetings

3



Get more follow-up calls

4



Get more 'prospects' on a drip/nurture list

#1

DO THE
RIGHT
THINGS



What you see depends
on what you look for.

-John Lubbock



Look For the *Right* Prospects

The *right* prospects have three criteria:



1. Meet your ideal customer profile (ICP).

2. Have the ability to make a purchase.

3. Recently dissatisfied with the Status Quo 

• These prospects are up to 10 times more likely to switch vendors.

Ask the *Right* Questions



Start with an attention-getting question that raises their curiosity and stops them in their tracks.



Then ask how they would like to improve upon their current situation.



If there is a potential fit, ask for five minutes of their time to show what you have.



Indicators of a potential fit:

- Give you 5 or more minutes at the show.
- Willing to arrange a post-show call or meeting.

Give the *Right* Answers

Get booth visitors to ask “How do you do that?”



DO use verbs that describe the outcome of being your customer.



DON'T use nouns that describe your offering.

Here are some of my favorite examples:

- ✓ We help CIO's eliminate vendor incompatibility.
- ✓ We help CFO's minimize inventory write downs.
- ✓ We help sales teams close more sales by being 'first-in' again, and again, and again (*this is what I do*)

#2

**FOLLOW
UP**



The two most important requirements for major success are:

- 1. Being in the right place at the right time,*
- 2. Doing something about it.*



Ray Kroc, Founding CEO



Prioritize Your Follow Up

Use a lead scoring system like the one below to rank your leads and then be sure to **follow up on your hottest leads first.**

Scoring Factor	Ranking		
	"2"	"1"	"0"
Most Recent Trigger Event	Want	Afford	Justify
Time to Decision	Under 2 weeks	2 weeks to 8 weeks	Over 8 weeks
Contact Level	Money, Authority, & Influence	Authority & Influence	Influence
Credibility	Relationship	Leveraged	Expertise
Long Term Potential	Over \$1 Million	\$500,000 to \$999, 999	Under \$500, 000

Assign Leads ASAP



Download and assign your leads each night.



Empower sales reps so they can easily email all hot leads that night asking for a follow up meeting the next day.



Make it as easy as possible to respond to the email by including the sales person's cell phone number.

- Including a cell phone number makes it easy for the prospect to call or text.

Follow Up More Than Once



It typically takes **4-6** follow ups to get a response yet most sales people give up after just one or two attempts.

If you don't get a response from the person who visited, try following up with their boss. **Mention the booth visit in your call/email.**

If you still get no response, try calling other department heads from the same company that would be impacted by your solution.

#3

DON'T TAKE
NO FOR
AN ANSWER

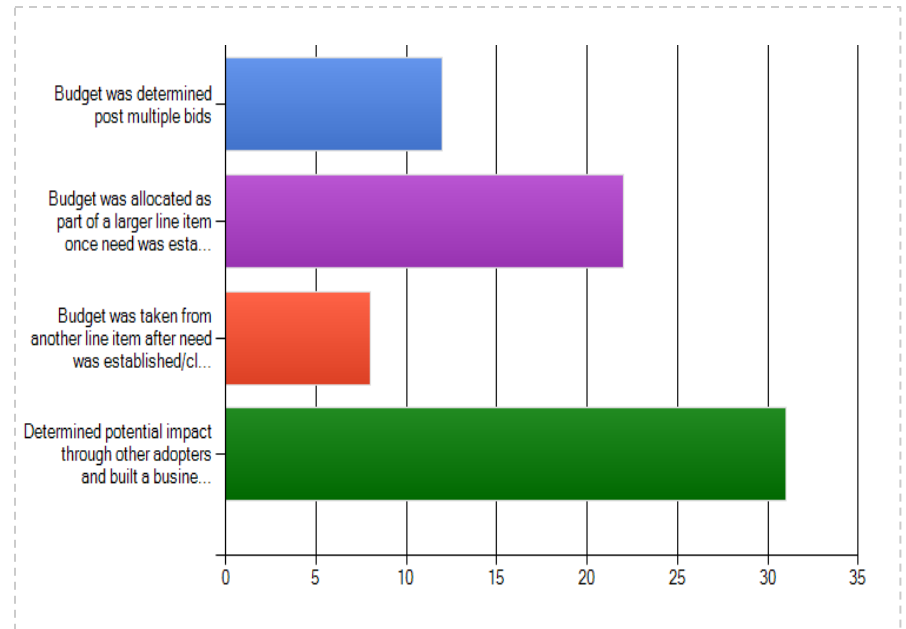
Things Change



80%
of B2B purchases are
unplanned and
unbudgeted.



REPORT
DEMANDGEN



One More Question

A wise sales trainer in Wales (where my dad was born) named Peter O'Donoghue wrote an awesome eBook [Triple Your B2B Sales Pipeline In 90 Days Or Less](#) (direct link, no registration required)

On Page 24, section 2, of his eBook he says...



*Any email follow up response,
except unsubscribe, is a bridge to
a call where you ask a question.*

Try it. You'll be amazed how well it works!

Follow Up Six Times and Then ...

Six years ago the father of Sales 2.0 - Nigel Edelhain – wrote a blog post saying you should [follow up six times and then](#) put them in the greenhouse – meaning put them on a drip/nurturing campaign.

The only thing I would add to that is use [Tom Batchelder's stalled deal email strategy](#) before you add them to a nurturing list.

My customers get a



response rate!

No Does Not Mean Never



So you used Tom's, stalled deal, email strategy and they said there is no opportunity.

- No just means "not right now"
- Listen for Trigger Events that disrupt the Status Quo and reach out again knowing they are now thinking about 'this' again
- E.g.
 - Email address begins to bounce – indicates a job change
 - Reach a marketing automation scoring threshold
 - Access a resource such as a ROI calculator or white paper that helps them justify their purchase

#4

USE THE
RIGHT
TOOLS

Sales 2.0 and Social Selling Tools



- What follows is a list of my favorite Sales 2.0 and social selling tools
- All, but one, are tools that I and/or my customers use (Can you guess which one I'm not using yet?)
- I have included the names and cell phone numbers of my most senior contact for most companies so you you can call them directly
- I also say if they are exhibiting or attending Dreamforce 2014

AVENTION

FORMERLY OneSource

Trigger alert lead generation,
market research and customer
research tool.

- Discover hot leads
- Find new market segments
- Create smart lists that are always up to date

James Rogers: Cell +1.512.825.1197

Booth# W631

[Schedule a booth visit](#)



The easiest way to make sure tradeshow leads get followed up at least six times.

- Combines the best of outsourced lead follow up with your sales person's own voice
- Improves email response rates by up to 600%
- Increases the size of your salesforce without increasing your payroll

Patrick Cahill: Cell +1.617.512.1226

Not at Dreamforce



Extremely simple email verification that lets you know if a lead's email address is still valid.

One bounced email = 4 opportunities

1. Where did they go?
2. Who did they replace?
3. Who replaced them?
4. Where did this replacement come from?

Matt McFee: Cell +1.980.621.1625

Not at Dreamforce



Get up to the minute research on people you are about to meet.

- Delivered to your inbox just before you meet
- Automatic & filtered for most important info
- Works for the person and the company they work for

Aaron Frazin: Cell +1.847.284.0723
Attending Dreamforce

I've been a user since it was JigSaw in 2004.

- Every level of contact: staff to C-Level
- Crowdsourced contact information that provides email address & direct numbers
- Use this when a lead moves companies so you can reach out to the person they used to report to & the person who reported to them





Intelligently scans your incoming emails and auto-enriches contact details in your address book and CRM.

- ☑ Works with Salesforce, Gmail, and Outlook
- ☑ Goes back as far as 5 years worth of emails
- ☑ They also have a Chrome extension that grabs contact info from web pages

Philippe Laval: Cell +1.650.681.4161
Attending Dreamforce



Lead capture tool that improves trade show ROI and replaces fat stacks of catalogs.

- ☑ Tradeshow prospect capture
- ☑ Improves lead quality and follow up
- ☑ Integrates with Salesforce.com and marketing automation tools

Rusty Bishop: Cell +1.619.548.5129
Attending Dreamforce



A comprehensive sales acceleration platform that creates high-performance sales teams.

- ☑ Predictive analytics shows which leads you are most likely to contact, qualify, and close
- ☑ Data visualization helps you identify trends and make data actionable
- ☑ Gamification motivates your sales team

Ken Krogue: Phone +1.385.207.7252

Booth# N1200 and W621



Simplifies the process of keeping your CRM and marketing automation tools up to date.

- Automates common tasks
- Updates CRM and marketing automation tools while visiting any web page
- Identifies the best ways to reach decision makers

Sean Burke: Cell +1.813.469.0038
Attending Dreamforce

Saved searches tell you when someone changes jobs & is more likely to switch vendors.

Remember, one job change = 4 opportunities



Saved Searches		
Type	Title	New
People	1st Degree VPs of Sales	104
People	US Prospects	126
People	Vancouver Prospects	178
People	Toronto Prospects	199
People	Calgary Prospects	173
People	Edmonton Prospects	194

Koka Sexton: Cell +1.925.386.6394
Booth# N1034



What happens when you're the founder and CTO of a technology company that gets acquired for \$957 Million?

- You start another one, call it Nudge, and launch it at Dreamforce 2014.

Steve Woods: Cell +1.416.903.0171
Booth# N2210



The fastest way to get an email address when decision makers are brand new in their job.

- Builds email addresses on the fly from public web pages
- Imports from LinkedIn and other social networks no matter your level of connection
- Puts the data directly into Salesforce.com

Kyle Porter: Cell +1.678.810.1982
Booth# W4



Helps you build stronger sales scripts based on the product you sell and the people you are selling to.

- Tells you what to say
- Helps you understand what to ask
- Builds responses to common objections

Michael Halper: Cell +1.832-495-8416
Not at Dreamforce



The most amazing email tool I've ever seen – think marketing automation but for salespeople.

- ✓ Email templates streamline communications and improve response times
- ✓ Tracks email opens, clicks, website visits, & PDF views, so I follow up more intelligently
- ✓ A time saving Chrome extension bridges the gap between your inbox and Salesforce

TK Kader: +1.917.939.9306

Booth# W118

#5

START
TODAY

Everyone listens to the same radio station

WIFM – **W**hat's **I**n it **F**or **M**e



What to Say



In order to get their attention you need to

- Tell them what they want to hear
 - Remember to use verbs that **describe the outcome of being your customer**, not nouns that describe your offering

 - Tell them what's new and why it's worth setting up a 10 minute meeting at the show

 - Tell them you'll have your boss or product engineer at the booth so they can leave with all their questions answered
-

What to Ask For



- A specific time to meet
 - The sooner in the show, the better. Meeting sooner turns off [selective perception](#) and reduces the likelihood they'll spend much time with your competition

- A 2nd person (preferably their boss) to attend
 - When two people from your prospects' company attend, the conversation about you & your offering continues long after your meeting/demo is over

- A commitment that moves the sale forward

Where to Start



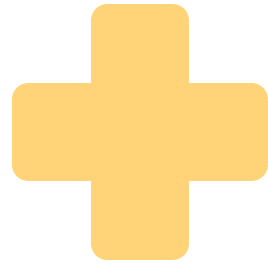
Start with your current customers and prospects that are already in your pipeline



Next, include the list of lost opportunities and those that resulted in a 'No decision'



Lastly, use your list of leads from previous years at Dreamforce, and leads from other trade shows, to see if they are going to be at Dreamforce 2014



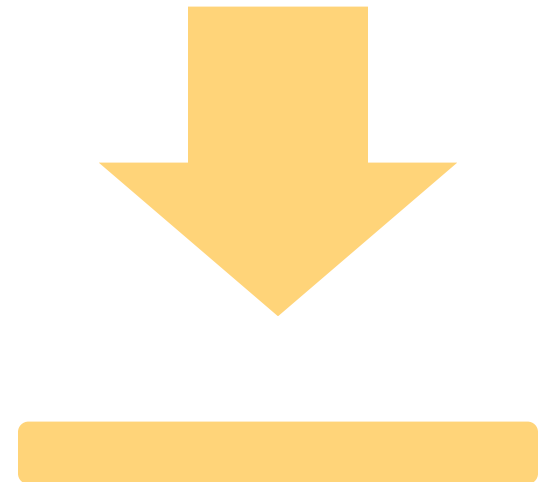
ADDITIONAL RESOURCES



ShiftSelling.com/Dreamforce

Use this form <http://ShiftSelling.com/Dreamforce> to download:

- The lead scoring worksheet I mention, in Excel format
 - I'll also email you a completed example and instructions on how to use it
- A free copy of my award-winning sales book *SHiFT! Harness the Trigger Events that TURN PROSPECTS INTO CUSTOMERS*
- This eBook in native PowerPoint format



Other Bright Minds

- Matt Hill: The Power of [Elevator Answers](#)
- Andy Paul: The Guide to [Effective Follow-Up](#)
- Dan McDade: [Triple Your Leads](#) (see page 5)
- Jamie Shanks: [Social Selling & Lead Monitoring](#)

Relevant Webinar Recordings

- [Win the Sale 74% of the Time](#)
- [The #1 Lead Generation Method](#)
- [3 Ways to Improve Tradeshow ROI](#)
- [Winning the Race to the Ideal Customer](#)

See you at Dreamforce!

Cell: +1.403.874.2998



Craig Elias

