

# How to Sell the Prospect that is "Happy with his Printer"

Peter Ebner

Session Number - 38  
*Sales/Marketing Track*

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How to **SELL** the  
**PROSPECT** that is  
**Happy with His**  
**Printer**

**WORKBOOK**

**PETER E. EBNER**

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**About the speaker**

Peter E. Ebner is recognized as the printing industry's leading sales trainer. As author of 12 industry specific books and audio programs including **“Earn Over \$100,000 a Year Selling Printing”** and **“How to Market Your Printing Business”** he presents over 200 talks, seminars and in-house training programs each year. His articles on sales and marketing are published regularly and his sales training manuals and audio programs are already being used by thousands of print salespeople and managers to increase sales and profits. But what makes his seminars so effective is his extensive hands-on industry experience. It not only reflects his personal experience, selling printing for over a decade, but also the experience of the thousands of owners and salespeople he has worked with. In other words, he knows first hand the challenges you face selling printing. His seminars contain no theory; just proven and tested techniques that are guaranteed to help you land more jobs.

What are your chances of landing a new account?

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How often are decision makers being solicited?

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## **YOUR PROSPECTING LIST**

### **Existing clients**

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Do you want all of your client's business?

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### **Expired accounts**

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What is the #1 reason why clients leave?

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### **SCRIPT - EXPIRED ACCOUNTS**

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### **New Accounts**

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Vertical vs. horizontal marketing

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## MAGIC 25

A no skills telemarketing formula

- Calls per day
- Receptionists will screen your call
- Will put your call through
- Will agree to an appointment

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### PROSPECTING RULE #1

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### PROSPECTING RULE #2

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# IDENTIFYING THE DECISION MAKER

## PROSPECTING RULE #3

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## PROSPECTING RULE #4

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What is a purchasing agent looking for?

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### SCRIPT – TO RECEPTIONIST Identifying the Decision Maker

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How many screening questions will a receptionist/secretary usually ask?

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After answering an objection always \_\_\_\_\_.

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**PROSPECTING RULE #9**

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**PROSPECTING RULE #10**

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**IDENTIFYING DIFFERENT BUYING INFLUENCES**

How many different buying influences are there? \_\_\_\_\_

Who is TED? \_\_\_\_\_.

What is TED interested in? \_\_\_\_\_.

Who is JIM? \_\_\_\_\_.

What is JIM interested in? \_\_\_\_\_.

Who is PAT? \_\_\_\_\_.

What is PAT interested in? \_\_\_\_\_.

**CREATING A CUSTOM TAILORED SCRIPT**

To The Decision Maker

Into:

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Credibility:

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Universal Benefits

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Offer

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Close

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## HANDLING OBJECTIONS

3 steps to handling objections by phone

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

*I'm happy with my printer*

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*We are under a contract*

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*I'm not interested*

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*Send me some literature*

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*Too Busy*

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**PROSPECTING RULE #11**

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**PROSPECTING RULE #12**

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**PROSPECTING RULE #13**

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**DOOR TO DOOR PROSPECTING**

**PROSPECTING RULE #14**

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**SCRIPT TO RECEPTIONIST – IDENTIFYING THE DECISION MAKER**

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**PROSPECTING RULE #15**

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When should you give your prospect a company brochure?

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