



# Getting the Sale Handbook

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# GETTING THE SALE HANDBOOK

*The path to becoming a superstar*

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## Becoming a superstar in ticket sales

**Welcome.** From this point forward your life will change. You're going to be learning two skills that you will be able to use for the rest of your life. Those two skills are:

1. How to make an appointment with anybody you want to.
2. How to sell a product to the top person in any organization.

These are two exceptionally valuable skills to possess. Less than 1% of Americans possess these skills.

It's not that difficult to learn those skills. But, you do have to *precisely* follow the instructions. This means no ad-libbing, no individualizing, no modifying.

After you fully learn these two skills, you may customize them. However, in the learning process, stay the course that we have set in this booklet.

Have fun. You'll enjoy the ride. You'll really enjoy the benefits.



## ***HOW THIS BOOKLET WORKS***

**You**

There are two sides to each page. The left side (what you're reading right now) is me talking to you. The right side (see the word 'you') is you, and what you're saying.

You don't see any words by 'you' because right now I'm doing all the talking. When you're talking, it will be the actual sales pitch you're giving to a CEO. This will be word-for-word what you're supposed to learn. As you're giving the pitch, I'll comment on my side of the page.

You don't have to memorize what I say, just take it in even if it seems unconventional. Years from now when you have a lot more experience, you'll look back at this and say, 'Wow, he was right.'

## **TELLING IS NOT SELLING**

You've made an appointment with the CEO of a local company. Happy times! The appointment is the first step in selling season tickets to a corporation. Now what? What should you say? How should you approach the meeting? That's what I'm going to show you.

*(Blank space means you're silent)*

As you can see on the right, it's just a big blank space. That's because you're reading right now, not talking.

Before you start to talk, I want to underscore one fundamental in our type of selling.

Telling is not selling.

Your goal in the meeting is to learn about your prospect's business.

You'll ask a number of questions, but the prospect should speak 70% of the time you are meeting with them. Many young people make the mistake of reversing that percentage. That decreases the possibility of making a sale.

Everything we do in the presentation is to increase the probability of making a sale.

## TYPES OF PRESENTATIONS

There are basically three types of presentations:

1. **Canned presentation.** This isn't like giving an infomercial where one pitch fits all. While we do have you initially memorize your sales pitch, there are trigger points in the pitch that totally customizes what you're going to recommend to the prospect.
2. **Wing it presentation.** You can't go in to a meeting winging it, without a plan and a thoughtful, detailed strategy. If you choose to wing it, you'll fail most of the time.
3. **Planned presentation.** This is our style. Here's what it is NOT:
  - *Not* a stream of consciousness by the salesperson.
  - *Not* flying blind.
  - *Not* an avalanche of information.

*(Blank space means you're still silent)*

It is a well-orchestrated, well-rehearsed professional presentation.

Our Planned Presentation is a logical, step-by-step process of *teaching* and *learning*.

*You* are *teaching* the prospect how your tickets can be used to increase the prospect's sales.

*You* are *learning* from the prospect which key benefits work best for the prospect's company.

## **CONVERSATION**

You are going to have a conversation with the prospect on how your team's tickets can improve their business.

Yes, *conversation*.

During your conversation, you are going to tell stories, have pictures and props that will help you make your points.

Think of yourself as a business growth consultant who just happens to recommend your team's tickets as a way for the CEO to help grow their business.

*Conversation? (you ask)*

### 3 EASY PARTS

Your basic presentation should take no more than 10 minutes. Your meeting, however, can last a lot longer because you would be *discussing* different options. But, getting to the point of what you're selling is about ten minutes.

*(Blank space means you're still silent)*

There are three easy parts:

1. Intro (takes about 60 seconds).
2. Pitch (takes 3-4 minutes).
3. Close (takes 4-5 minutes).

Okay, let's get into it. Are you ready?

Now?

Yep, now. Let's do it. Turn the page.



## ***BREAKING THE PREOCCUPATION BARRIER***

When you walk into a prospect's office, that prospect was not thinking about you or your meeting. The prospect was thinking about his/her last phone call or problems at home or which boat to buy.

Trust me, the prospect was not thinking about you and your team and how wonderful it would be to buy a bunch of full season tickets.

Thus, you have 30 seconds to get the prospect to consider listening to you and pay attention.

A quick way to catch the prospect's attention is to walk in with a tool of your trade.

For instance:

- If you work for a baseball team, walk in carrying a baseball bat.
- If you work for a basketball team, walk in carrying a basketball.
- Hockey? Carry in a hockey stick.
- Football? Carry in a football.

You walk into the prospect's office carrying a tool of your trade (baseball bat, football, etc.).

**You say:** ⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨

“Would you please hold this while we talk. It's a tool we use in our business.”

You hand the prospect the prop.

When you hand that bat or basketball or hockey stick to the prospect, you have now successfully broken the preoccupation barrier. You've done it *in seconds*. No longer is that prospect thinking about what he was thinking about before you walked into his office.

I've had a few young salespeople that thought the action was corny. They didn't think it was cool. The purpose of handing over the prop wasn't to be cool; the purpose was to catch the prospect's attention. Using a bat or football or whatever will do that instantaneously.

## START WITH A QUESTION

Most likely, the prospect will have you sit down in front of his desk.

Once you're seated, you don't start with *small talk*. I know, there are some sales trainers that say you should try to build a bond between the salesperson and the prospect by commenting about something in the prospect's office. Don't even try.

Don't remark about the huge dead fish on the prospect's wall.

Don't comment about the photo of the prospect's family that is on the prospect's desk.

Don't comment about the prospect's university diploma hanging on the wall.

Don't comment on any of that stuff! You're there because the prospect granted you 10 minutes. Don't waste those 10 minutes talking about something.

With the prospect still holding your baseball bat or hockey stick,  
**you say in a conversational tone:** ⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨

Bring out an egg of Silly Putty and hold it up. (Again some young salespeople think this is corny, but forget corny, just do it. Silly Putty is one of the most identifiable products worldwide, and you'll see how we use it in the presentation.)

“We have a thing that we call silly putty tickets--remember silly putty, you can shape it, stretch it, mold it. Well, we can shape and mold our tickets to your specific needs to help you increase your sales.”

## **YOU ASK YOUR FIRST QUESTION**

*Anything that I put in parenthesis is my notation. You are NOT supposed to say it. Like you're not supposed to say, "Parens Q6 close parens."*

The prospect will answer that first question with a number. 3 or 7 or 1. Whatever. Just remember the number. If the prospect says 'zero' or 'nada', then you'll skip forward through this presentation to the back. But, for the moment, let's say the prospect says "5".

You don't write down the answer to the first question or any of the other questions. That could be a distraction. Just remember the answer. You'll need it later.

### **In a conversational tone, ask your second question: ⇒⇒⇒**

You can put the Silly Putty back in your pocket.

Again, don't write down the answer, but remember it. Like the first answer, you'll refer back to the second answer later on.

### **In a conversational tone, ask your third question: ⇒⇒⇒⇒**

Let's say the prospect answers \$25,000, the size of a key account. Yep, you guessed it, don't write down the answer, but remember it.

Three questions asked, only two more.

**(Q.1.)** "For instance, how many local salespeople do you have?"

**(Q.2.)** "How many key accounts does each salesperson have?"

**(Q.3.)** "What size is an important account?"

## ***YOUR LAST TWO QUESTIONS***

**In a conversational tone, ask your fourth question:** ⇒⇒⇒

**(Q.4.) “How important is new business to your salespeople?”**

**In a conversational tone, ask your fifth question:** ⇒⇒⇒⇒⇒

**(Q.5.) “Do you have a strict plan that is designed to get new business every month?”**

That’s it! You just accomplished your intro in 60 seconds or less! And, you got some valuable information from the prospect that will allow you to custom fit your presentation.

This was pretty easy, eh? Just asking these five questions. With answers, it will take less than 60 seconds.

**Q1.** How many local sales people do you have?

**Q2.** How many key accounts does each salesperson have?

**Q3.** What size is an important account?

**Q4.** How important is new business to your salespeople?

**Q5.** Do you have a strict plan that is designed to get new business every month?”

***HOORAY, THAT’S THE END OF PART 1, THE INTRO!***

## **PART 2: THE PITCH**

**In a conversational tone, you say:** ⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨

“It's always tough to get salespeople to focus on new business.

By using our silly putty tickets, you can get them to *focus on new business*, and *you can keep track*.

For example, the first step is to have each salesperson identify in writing to you which new prospects are key to them.”

**(Q.6.) “That wouldn’t be difficult to do, would it?”**

Most likely, the answer to Question #6 will be, “No, that’s not a problem.”

**Continuing on in a conversational tone, you say:** ⇨⇨⇨⇨⇨

“Most of my clients have told me the key to building business from new prospects is for the salesperson to develop a good relationship with them, usually through constant contact.

A lot of times, to build that relationship, salespeople will use an out-of-the-office activity like golf or lunches.

Some of my clients have told me their problem with golf is that some people just may not be good golfers and it’s almost more embarrassing to play than not. And, it’s pretty expensive. And when was the last time you had a memorable chicken sandwich at lunch?”

## **PART 2: THE PITCH**

**Continuing on in a conversational tone, you say:** ⇨⇨⇨⇨⇨

I just made up the Kangaroo name. Obviously, you're supposed to use your own team's name.

The prospect usually answers in a positive manner. But what if the prospect gives a **negative answer** saying, "I'm not sure that going to a game would help in building a relationship..." or something like that.

Always try to get a better understanding of the negative answer or the objection. **To do that you would ask:** ⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨

"However, by using our silly putty tickets, you can get them to build these relationships and focus on new business, and you can keep track.

Here's how it works.

The salesperson calls a prospect who he has been working on for a little while. He says, 'How about joining me for the Kangaroos game next week. I've got the president's seats.'

This is not a situation of the salesperson just giving away the seats--it's the salesperson inviting the prospect *to go with him*. Now, the salesperson has the chance to do some real out-of-the-office bonding.

Remember, he wants to develop a relationship through constant contact. Giving the tickets away doesn't help build that relationship."

**(Q.7.)** "How effective do you think 2-3 hours at one of our Kangaroo games would be for building a relationship?"

"How do you mean?"

## **PART 2: THE PITCH**

Whatever the prospect says, listen and then bring out an Evidence Letter. An ‘Evidence Letter’ is a letter from a local company extolling the business values of having tickets to your games. Your Sales Manager will provide you with several Evidence Letters. You should be ready with a testimonial letter/email regardless of whether the CEO says *yes* or *no* to Question 8. You should have 3-4 testimonial letters at your fingertips in your bag. Don’t put them in a plastic sheath as that will make them look too contrived. Also, highlight the key phrases and areas of the letter that show the benefits the client received. You want the CEO to take the letter and read those particular points.

**If the prospect gave a positive answer, you hand over an Evidence Letter and say:** ⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨

**Continuing in a conversational tone, you say:** ⇨⇨⇨⇨⇨⇨⇨⇨⇨⇨

As you ask this question, lean forward in your seat a little bit and hold up your right hand with the index finger extended. This is to emphasize that it’s only one night a month out of 30 nights. This is a critical question that you have to get a *yes* answer to. If the CEO says the salespeople could go one day a month, it eliminates a potential future objection of “*I’m not sure my salespeople will use the tickets.*” It’s vital that the CEO answers this question. Don’t answer it for them.

“Other companies thought that too, but look at one of my clients who enjoyed success with our tickets...”

“You’re exactly right, look at one of my clients who has enjoyed success with our tickets ... ”

“What could be even better when taking a prospect to a game is if you, as the president, or maybe your sales manager could go also.”

**(Q.8.) “Would you be willing to do that occasionally for the right account?”**

**(Q.9.) “Would it be asking too much of your salespeople to spend just one evening a month with a key prospect at one of our games?”**



## PART 2: THE PITCH

**Q.10** is really a key question. Usually you'll get an answer with a number. *Any* number is OK, but you need a number. If the prospect says, "I don't know," then you'll go with the minimum number, *one*.

This is how the math would look:

"If each salesperson converted just one prospect to become a new customer, that would be \$25,000 (remember, that was the prospect's answer to (Q3) for each salesperson. With 5 salespeople (remember, that was the prospect's answer to (Q1), that would be \$125,000 in new business."

You could expand that by adding, "What if each salesperson converted 2 prospects into customers? That would bring you \$250,000 in *new* business."

While this may seem like a simplistic question, you need to make sure the CEO understands your math. If there's confusion, your chances of a sale plummet. Having him say *yes* means you have the revenue side of the return on investment. You might have to explain like this: "Well, you told me that you have 5 local salespeople and the average key account is \$25,000. Assuming the salespeople would only convert one of the six prospects to become a new customer, I multiplied 5 times \$25,000 to come up with the \$125,000 in new business."

"Our season is about six months long. If each one of your salespeople took *just one key prospect a month to one of our games*, each salesperson would bring six new prospects a season."

(Q.10.) "Of those six prospects, how many do you think would end up as *customers*?"

"If each salesperson converted just one prospect to become a new customer, that would be \$\_\_\_\_\_ (the avg. size of an important account from Q3) for each salesperson. With \_\_\_\_\_ (enter the number of salespeople from Q1) salespeople, that would be \$\_\_\_\_\_ in new business (multiply the average size of an account by the number of local salespeople)."

(Q.11.) "Do you see how I arrived at this number?"

## **PART 2: THE PITCH**

**Continuing in a conversational tone, you say:** ⇨⇨⇨⇨⇨⇨⇨⇨

The CEO will most likely agree and say something like, “*They better, that’s part of their job.*”

**Continuing in a conversational tone, you say:** ⇨⇨⇨⇨⇨⇨⇨⇨

The math here is easy. 5 salespeople each going to one game per month equals five games a month.

Same math.  $5 \times 1 = 5$  games.

Adding the games for new prospects (5) to the games for existing business (5) equals 10 games. You’ll notice, we’ve been focusing on games per month. That is generally easier for a prospect to accept as opposed to the total number of games. For instance, 10 games per month doesn’t sound as imposing as MLB’s 81 games or NBA’s 41 games for a full season.

“You know, we’ve been talking about new business. We might also consider your existing clients. After all, your competitor may be out there trying to build the same relationships with your clients.”

**(Q.12.)** “Would it be asking too much to have your salespeople also spend just one evening with an existing client as well as one evening with a prospect?”

“To give each salesperson one game a month to take out a *prospect*, you would need \_\_\_\_ games a month.”

**(Q.13.)** “Does that make sense to you?”

“You would need a similar amount of games per month for your salespeople to take *existing* clients out to the games. You would also need \_\_\_\_\_ games per month.

You need a total of \_\_\_\_ games per month. Now let’s talk about which type of ticket package would work best for you.”

## **PART 2: THE PITCH**

**Continuing in a conversational tone, you say:** ⇨⇨⇨⇨⇨⇨

You should be recommending a specific ticket package and seating location. This is not a gallery of different ticket packages. You should have plenty of pictures of the seating area you are recommending. You should also have a one-page document on the benefits and amenities for your recommendation.

Get animated. Move to the edge of your seat and start using your hands more. This is where you have to show excitement for your product.

### ***THAT'S IT, THAT'S YOUR PITCH***

Our sales pitch is probably nothing close to what you imagined.

You can see where we believe you are more of a consultant than a salesperson. You're trying to find *the right ticket package for the prospect*, not trying to jam something they can't use down their throats.

To see how you close this out, turn the page to see The Close.

“Based on what you've told me, here's what I would suggest you do.

Our best seating area is the Club Level. With these seats, here is what you get...” (*outline the benefits of the club seats.*)

## PART 3: THE CLOSE

Sales people	Prospects	Clients	G	# of pkgs	Comments	Best Ticket Cost	Next Best Ticket Cost
2	6	6	24	4 20-games	4 fewer prospects or clients	\$3,600	\$2,160
3	6	6	36	4 40-games	4 games for employees, clients	\$7,200	\$4,320
4	6	6	48	4 40-games	8 fewer prospects	\$7,200	\$4,320
5	6	6	60	4 81-games	21 games for employees, clients	\$14,000	\$8,640
6	6	6	72	4 81-games	9 games for employees, clients	\$14,000	\$8,640
7	6	6	84	4 81-games	3 fewer prospects	\$14,000	\$8,640
8	6	6	96	4 81-games; 4 20s	5 games for employees more clients	\$17,600	\$10,560
9	6	6	108	4 81-games; 4 20s	7 fewer prospects/clients	\$17,600	\$10,560
10	6	6	120	4 81-games; 4 40s	1 fewer prospects/clients	\$17,600	\$10,560

Column 1: Number of local salespeople.

Column 2: Each salesperson needs tickets for 6 prospects (one game per month).

Column 3: Each salesperson *might* need tickets for 6 current accounts (one game per month).

Column 4: Total games needed for this prospect.

Column 5: Best ticket package for that need. (If you had an 81 game home schedule)

Column 6: How those tickets can be used.

Column 7, 8: Prices for four tickets per ticket package needed.

“The cost to have a planned, controlled, new business effort is really quite nominal for the return. For each one of your salespeople to take just one key prospect once a month and one current client a month, you would need \_\_\_\_ games per month or \_\_\_\_ games for the season.” (**Stage instruction:** *In our example, 5 salespeople would need 10 games per month or 60 games for the season. You should have a chart like the one on the left. Look at your chart and find the row with 5 salespeople. You don’t have to stumble around doing math, it’s right there.*)

“The return on investment is substantial. If each salesperson brought in only one new piece of new business because of this focus on new business, your sales would increase to \$125,000.” ( $\$25,000 \times 5 = \$125,000$ )

Because you need 60 games, I recommend four full season tickets. That would leave 21 games for your employees or more customers. Your costs for 4 season tickets is only \$14,000.

How happy do you think you’d be with those results by giving this plan a try? That decision would be worth at least \$125,000 in new business to you and maybe up to \$250,000 in new business.”

## **PART 3: THE CLOSE**

This is the first time you're asking for the order. Instead of asking a yes/no question, you're asking a question that the prospect has to answer affirmatively or with an objection.

Silence is your strongest closing tool. The most difficult part of *selling* is asking for the order. The most difficult part of closing a sale is *not talking your way out of a sale*. Let the silence do the closing for you.

With Question 14, you'll get one of these three results:

1. **The order.** Terrific, write it up.
2. **Questions.** These aren't necessarily objections, but more like something you need to clarify.
3. **Objections.** Objections are part of the sales process. You are pretty certain to get at least one or two objections. Here are a few keys to keep in mind when facing objections:
  - *Pause.* When you hear an objection, pause for 3-4 seconds even if it is your favorite objection to answer. It makes the prospect feel that you are deeply considering their concerns.
  - *"How do you mean?"* This is my all-time favorite initial response to any objection. The purpose of asking this question is to get the prospect to expand on their concern. The more information you have surrounding the objection, the easier it will be to respond to it and overcome it.
  - *Be understanding.* Your prospect gave you an objection

"I can get this order in today and reserve you some prime seats."

**(Q.14.)** "Would you prefer the account in your name or the company's name?"

**(Stage instruction: PAUSE --- BE SILENT after asking Question 14. I'm also going to call a TIME OUT right now to briefly talk to you about handling objections. See my comments in the column to the left.)**

they believe is real. If you argue with them, or tell them that their objection is without any merit, the prospect will feel you aren't listening. That's a quick recipe for "No Sale." Use the Feel, Felt, Found method to make them believe you are receptive to their problem.

"I can understand why you might *feel* that way. I have had a couple of other clients who initially *felt* the same way. Here's what they *found* after using this program for a season or two." Hand the prospect a testimonial letter that illustrates someone who was a skeptic initially but has come around to having tremendous success with your team's tickets.

- *Get it down to one objection.* Prospects will many times throw up smokescreen objections. You need to root out all those smokescreens and find the real objection. This can be done by asking simply, "Other than \_\_\_\_\_ (insert the original objection), is there anything else preventing you from buying?"
- *Avoid a follow-up phone call as the next step.* In the cases where you don't get a *yes* or *no* on the spot, the prospect may tell the salesperson to call them back in a few days/weeks. That's just a way of politely brushing them off without having to say *no* to their face. The prospect will just not answer the phone or return calls in the future whenever the salesperson tries to follow up. Instead, push for a follow-up meeting. We'll show you the technique at the end of the objections section.

## PART 3: THE CLOSE, HANDLING OBJECTIONS

### FOOTNOTES

1. It's important to flush out a specific time that the CEO plans to meet with his partner to discuss your ticket package.
2. Asking what their recommendation is puts the CEO on the spot. If he says, "I'm just going to give it to him and see what he thinks," that means the CEO really isn't enthusiastic about your program. You should remind the prospect of the previous recommendation he agreed with and make sure that's what is going to be recommended. Reluctance to do that most likely means there is another hidden objection that needs to be flushed out.
3. I like to use the word 'inclined' here. If you just ask, "What do you think your partner will say?" you open the door for the prospect to say, "I don't know. That's why I have to ask." By using the word 'inclined' the prospect has to make a guess at what his partner will say.
4. If he does give an objection, the salesperson has to learn why the partner would hesitate. Asking this question helps flush out what the partner's objection could be.
5. The Opt-Out Clause is a strategy we have used with various teams. There is no risk to the prospect with the Opt-Out Clause. If they balk at this offer, there is some other objection holding them back.

### LET ME TALK TO MY PARTNER (or talk to someone else) Objection

CEO: "It sounds pretty good. Let me talk to my partner (wife or business manager or pet dog or whatever) and get back to you on this."

YOU: "I can understand wanting to talk to your partner. When do you think you'll talk to your partner?"<sup>(1)</sup> **(Stage instruction: When you see a footnote number, check my tip on the opposite page.)**

CEO: "Thursday (or whatever specific date)."

YOU: "Having looked at this program and looked at the new business potential, what will your recommendation be?"<sup>(2)</sup>

CEO: (see footnote #2)

YOU: "What do you think your partner would be inclined to say?"<sup>(3)</sup>

CEO: "I think he'd like it." (If the CEO gives you an objection here, ask "How do you mean?")<sup>(4)</sup>

YOU: "Then why don't we do this. Let's sign you up today and we'll use our Opt-Out Clause<sup>(5)</sup>. Here's how it works. You're meeting with your partner on Thursday (see above). Well, I'll write next Monday's date at the top of the agreement. You have until that date to Opt-Out if you decide that this isn't for you. This way, you can get

**LET ME TALK TO MY PARTNER** Continued

better seat locations, but if you and your partner decide that this isn't for you by next Monday, you just call me up and I'll cancel the order."

CEO: "I'm not sure. I really need to talk to him."

YOU: "We can still do the Opt-Out. When you meet with your partner on Thursday (see above), and your partner doesn't like the \$\_\_\_\_\_ in new revenue for a cost of \$\_\_\_\_\_, then just call me and I'll cancel the deal."



## PART 3: THE CLOSE, HANDLING OBJECTIONS

### FOOTNOTES

1. We're trying to get generalities out of the equation and get a specific timeframe. You might need this specific timeframe a little later.
2. This was the answer to Q9. Now you can see why you had to ask Q9 earlier or this is an easy objection for the prospect to use. Since the CEO earlier said *yes* to Q9, all the salesperson is doing here is simply reminding him that earlier he thought the salespeople could use the tickets.
3. Earlier, the CEO agreed in Q7 that Big City Kangaroos were a good place to build relationships. And, in Q10 and Q11, he agreed on the amount of new business that could be generated in the plan. Again, you're simply reminding him of those answers.
4. Like in the "Let me talk to my partner" objection, the Opt-Out Clause offer is positioned to remove every hurdle from the prospect buying. If the CEO says no to the opt-out option, he is not convinced that Big City Kangaroos' tickets will help improve his business.
5. Silence is the most powerful closing tool. Don't talk yourself out of a sale. Let the prospect speak next.

<b>LET ME TALK TO MY SALESPEOPLE</b> Objection
---

CEO: "Looks pretty good. Let me talk to my salespeople and make sure they are into it and get back to you."

YOU: "When would you talk to your salespeople about this?" <sup>(1)</sup>

CEO: "Thursday."

YOU: "Jim, you said earlier that it wouldn't be too much to ask of your salespeople to spend one night a month out with a key prospect, right?" <sup>(2)</sup>

CEO: "I think it's reasonable."

YOU: "And, you said you thought Big City Kangaroos' games were a good place to develop relationships and there was a potential of \_\_\_\_\_ in new business, right?" <sup>(3)</sup>

CEO: "Sure."

YOU: "Then with all due respect to your salespeople, why let them even vote on it? Why let them vote on \$125,000 of new revenue for your company? If you think this will work and you think they can spend just one evening a month out with a prospect, and generate \$125,000 to \$250,000 in new business, what's there to vote on? *What if they voted no?* I had a client last year who was concerned about whether his salespeople would use the tickets. Here's how

## **PART 3: THE CLOSE, HANDLING OBJECTIONS**

<b>LET ME TALK TO MY SALESPEOPLE OBJECTION (continued)</b>
--

well it worked for him.”

**(STAGE DIRECTIONS: Hand a testimonial letter to the CEO.)**

YOU: (when CEO looks up from the letter)

“Why don’t we do this? Let’s sign you up today and we’ll use our Opt-Out Clause<sup>(4)</sup>. Here’s how it works. You’re meeting with your salespeople on Thursday (see above). Well, I’ll write next Monday’s date at the top of the agreement. You have until that date to Opt-Out if you decide that this isn’t for you. This way, you can get better seat locations, but if your sales staff really fights you on this, by next Monday, just call me up and I’ll cancel the order. Can I reserve those seats today?”

**BE SILENT AND LET THE PROSPECT  
SPEAK NEXT <sup>(5)</sup>**

**NOTE: Here’s a terrific example of why sellouts matter so much. Seat location is the primary reason to get someone to sign up on the spot. If you aren’t starting to sell games out, there is no sense of urgency for the prospect to get prime seats.**

## PART 3: THE CLOSE, HANDLING OBJECTIONS

<b>COST TOO MUCH</b> objection
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### FOOTNOTES

1. This is a very important question to ask for the cost objection. You need the prospect to tell you why the cost is an issue. Is it the payment structure, budget, or just the overall cost? You should have payment plan options to overcome most objections. If it's the overall cost, you need them to give you a number that works for them so you aren't selling against yourself.
2. You have reminded the prospect of everything that has been discussed and how successful the program could be. The cost issue may be a smokescreen. By asking what else is really causing them to hesitate (not say *no*, just hesitate), you are trying to flush out the most important objection.
3. I can't emphasize this enough. That's why I've put it in big, bold letters. Silence is the most powerful closing tool you have.
4. Whatever number the prospect gives you should be the minimum order you receive. By giving you a number, they are in essence telling you, "This is what I can buy". Now just adjust the package to get at least that amount.

CEO: "I like the concept, but it costs too much."

YOU: "How do you mean?" <sup>(1)</sup>

CEO: "Well, we've had a tough year and cut some budgets so I have to be smart on expenses" (or some other expanded explanation).

YOU: "I can understand that. (pause) You know, think about it this way. You said yourself that you thought you could generate \$ \_\_\_\_\_ in new business for a pretty reasonable cost of \$ \_\_\_\_\_. That sounds like a pretty smart move on your part. What is it here that is really causing you to hesitate?" <sup>(2)</sup>

### **BE SILENT AND LET THE PROSPECT SPEAK NEXT** <sup>(3)</sup>

**STAGE DIRECTIONS:** If the prospect really continues to persist that it is indeed a cost issue, you don't want to become pushy. It's okay to downsell them to make them more comfortable with the purchase. Your goal is to make a sale.

YOU: "What would you be more comfortable with?" <sup>(4)</sup>

**STAGE DIRECTIONS:** Whatever figure he gives you, it's probably the low figure. Come up with a package that is lower than your original figure but a little higher than his.

## **PART 3: THE CLOSE, HANDLING OBJECTIONS**

<b>COST TOO MUCH objection (continued)</b>
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YOU: “Within that price range, I think this could work for you. (cut the original recommendation down with either a cheaper priced ticket or fewer games)

---

With this plan, you can still get really good seat locations and pretty close to the right number of games. If this works the way we both think it will, you can always add games or upgrade your seats during the season. Will this work for you?”

**BE SILENT AND LET THE PROSPECT SPEAK NEXT**

## **PART 3: THE CLOSE, HANDLING OBJECTIONS**

**NONE OF MY CLIENTS ARE  
HOCKEY/BASEBALL/BASKETBALL FANS**

Objection

**Or**

**LET ME TALK TO A FEW CLIENTS TO SEE IF  
THEY ARE INTERESTED** Objection

### **FOOTNOTES**

1. This is usually a smokescreen objection. Unless the CEO has a real limited number of clients in the market, they have to have fans of the sport or team. You need to dig deep to find out the real objection.

YOU: “How do you mean?”

CEO: (Some additional explanation<sup>(1)</sup>)

YOU: “That makes sense to think about your clients. Let’s really think about this though. This program really is designed to get *new* business. You said earlier that our games would be an effective place to build relationships, right? Well, prospects might not be fans of our team, but most like to see the biggest stars of the league at some of our biggest and best sold out games. This works for getting new business and it will work for most of your clients.

I can take your order right now and get this new business program going.”

**BE SILENT AND LET THE PROSPECT  
SPEAK NEXT**

## PART 3: THE CLOSE, HANDLING OBJECTIONS

<b>I'LL JUST BUY THE GOOD GAMES FROM STUB HUB</b> Objection
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### FOOTNOTES

1. Most business executives think of StubHub as an easy solution to save some money. They most likely have never actually bought anything from Stub Hub and don't know the hurdles. It's important to point them out. Most likely, anyone suggesting they will buy from StubHub doesn't really believe that the ticket program you have recommended will actually work.
2. This is the biggest weakness of StubHub. The idea of owning season tickets allows the prospect to *plan* for developing relationships. Purchasing from StubHub means the company is not planning ahead. The prospect would only be reacting to a client or prospect requesting tickets.
3. Getting the real concern out in the open is the only way you'll successfully overcome both of these objections.

CEO: "I'll just buy the good games from Stub Hub."

YOU: "I can understand how easy it is to buy from StubHub. However, StubHub has some weaknesses for businesses: <sup>(1)</sup>

You can't really plan in advance with a controlled new business strategy. <sup>(2)</sup>

You never really know how much you'll pay for tickets and more importantly, whether you can get decent seats.

You also don't get access to the other features and benefits of being a ticket package buyer with the team.

What is it that is really causing you to hesitate here?" <sup>(3)</sup>

## **PART 3: THE CLOSE, HANDLING OBJECTIONS**

**I CAN'T SEE THIS WORKING** objection

### **FOOTNOTES**

1. I'm using the sample scenario that we have laid out. Obviously, you would put in the numbers that are appropriate to the CEO that you're meeting with.

CEO: "I just can't see this working..."

YOU: "I can understand that this sounds crazy that you can get all this new business by going to games. But, IT DOES WORK. And, what is your risk? It's only about \$14,000<sup>(1)</sup>. That's not much of a gamble—\$14,000 to get \$125,000, maybe \$250,000. What if it isn't as effective as I say it is? What if it's only 75% effective? That would mean you would get over \$90,000 in new business for a \$14,000 investment. Plus you'll have a lot of fun at our games. Would it be all right if I placed your order today?"

## PART 3: THE CLOSE, HANDLING OBJECTIONS

### LET ME THINK ABOUT IT Objection

#### FOOTNOTES

1. Most of us use the ‘I’d like to think about’ objection in personal and business situations. When do we use it? It’s when we’re not enthusiastically sure of doing something. So, this is a normal reaction. We need to reiterate the good reasons for doing something.
2. I like the word *inclined* in this situation. You’re almost putting the prospect into the third person. *Inclined* isn’t making a decision, it’s *leaning* one specific way.
3. If they’re *inclined* to do it, they might just need a *nudge*. This is the nudge.

CEO: “I’d like to think about it.”<sup>(1)</sup>

YOU: “I can understand that. If you took some time to think about it—maybe even thinking about it walking some beach—and you thought about the \$\_\_\_\_\_ in new sales and the \$\_\_\_\_\_ in cost, do you think you would be *inclined*<sup>(2)</sup> to do it?”

(If the answer is *yes* or *probably*, say, “Well, then, why don’t we just do it. You’ll really be pleased with the results.”)<sup>(3)</sup>

(If the answer is *no* or *probably not*, ask why. “Really? You’d be getting \$\_\_\_\_\_ in new revenue and it cost only \$\_\_\_\_\_. What is it that’s really causing you to hesitate here?”)

(You’ll probably get a real objection. Now you can handle the objection directly.)



## ***PART 3: THE CLOSE, HANDLING OBJECTIONS***

<b>TO THOSE WHO HESITATE</b>
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### **FOOTNOTES**

1. You don't have to wait for the CEO to hesitate to use another Endorsement Letter. You should be carrying five or six Endorsement Letters. An Endorsement Letter is good when the action slows down in the case of hesitation. Just handing the letter to the CEO creates movement and helps get the CEO thinking about the positive elements of your ticket package.

CEO: (Hesitating)

YOU: "Let me tell you about a CEO that was in the same position as you and he followed this plan and decided to give it a try. Take a look at these numbers..."

**(Hand the prospect another Endorsement Letter<sup>(1)</sup> and be quiet while the CEO reads it.)**

YOU: "How happy do you think he is that he gave this plan a try? That decision was worth \$100,000 in new business to him. Let me get this order in today. Don't worry about a thing, I'll take care of all the details..."

## PART 3: THE CLOSE, HANDLING OBJECTIONS

PROS	CONS
1. \$125,000	
2. Renewal of year 1 business Equals \$100,000 over next year.	
3. Total increase in new business: \$225,000	

### FOOTNOTES

1. You're fishing, of course, for problematic objections. You don't mind having to put down one or two more objections.
2. Let's say the prospect says that they would renew about 80%. That would be an additional \$100,000 of revenue next year even if they didn't buy tickets again. So, the total increase for new business from that ticket package would be \$225,000.

## MAKING THE DECISION

**(Stage direction: You can use this anytime while handling objections.)**

YOU: "Let's take a look at this. . .the pros and the cons.

(Take out a blank piece of paper for this. Draw a line vertically down the middle. Write 'Pros' in the upper left <sup>(1)</sup> and 'Cons' in the upper right.)<sup>(1)</sup>

Let's put down the amount of new business in the left hand column..." **(Stage direction: hand write the new business number on your chart.)**

YOU: "Of that new business you would get, is it business that you can *renew*? If so, what percent do you think you could renew?" <sup>(2)</sup> **(Stage direction: based on the answer, hand write that number on your chart.)**

YOU: "That's \$225,000 in new business and that's if your salespeople convert only one in six of their prospects. Now let's look at the Cons."

**(Stage direction: hand write the word Cons in the right hand column.)**

YOU: "What would be the first 'reason against'?"

## PART 3: THE CLOSE, HANDLING OBJECTIONS

### MAKING THE DECISION continued

PROS	CONS
1. \$125,000	1. \$14,400
2. Renewal of year 1 business Equals \$100,000 over next year.	2. Effectiveness??
3. Total increase in new business: \$225,000	

1. Yes, you're fishing for objections! We're looking for that hidden objection that could kill a sale. If you find that hidden objection, you increase your chances for a sale.
2. I threw a soft ball here with an easy objection. But, once you learn this stuff, you're prepared to effectively respond to any objective.

YOU: "You might say expense. Let me write down \$14,400."

**(Stage direction: hand write the cost of the ticket package you're recommending.)**

YOU: "Anything else?" <sup>(1)</sup>

CEO: "I don't know how effective this would be." <sup>(2)</sup>

**(Stage direction: hand write that objection onto the Reasons Against column. You then handle that objection like we have outlined in this Handbook.)**

YOU: "Let's take a look at this. It looks like a pretty easy decision. You get \$225,000 in new revenue at a cost of \$14,000. Let me get your order in today..."

## PART 3: THE CLOSE

1. Rookie salespeople are usually just happy to leave the prospect on their 'pending' list and avoid an immediate *no*. They just want to get out of that meeting unscathed. A 'maybe' or a 'call me back in a week' feels like a victory, but unfortunately it usually isn't. Get the second meeting!
2. The salesperson may not really have a follow-up meeting at that time, but it's important for the CEO to think he does. This way, it doesn't seem like the salesperson is making a special trip which the CEO could ask him not to do. By asking for the time slot ahead of the previously scheduled meeting, the salesperson makes the CEO feel like it will be a short, quick meeting.
3. If the CEO hems and haws and doesn't want to schedule a follow-up meeting, that's a warning sign. They know they can dodge a phone call, but a meeting will force them to make a yes/no decision. Most people don't like to give a *no* answer in a face-to-face meeting. They prefer to avoid conflicts.
4. Repeat the time of the meeting and go through the action of actually putting the appointment in your phone or your appointment book. This way, the CEO sees you doing it and feels obligated to put it on his own calendar. It makes it harder for the CEO to skip out on the follow-up meeting. When the salesperson returns to the office, he should send the CEO an official meeting notice for the follow-up appointment so there is no chance it will get missed or ignored.

### GETTING THE FOLLOW-UP MEETING

**(STAGE DIRECTIONS: Every meeting doesn't end in a yes or no answer. There are times when follow up is needed. You should never settle for a follow-up phone call. Usually that ends up becoming a lot of chasing of the CEO to get a final yes or no answer. It's better to get the follow-up meeting when you're already meeting with the CEO<sup>(1)</sup>. Getting the follow-up meeting could go like this.)**

CEO: "I'm not sure about this and have to talk to a few people first. Give me a call next week and I'll let you know."

YOU: "I can understand that. I am actually going to be right down the street at \_\_\_\_\_ (insert company) for a meeting at 10:00am on Tuesday. Would it be okay to stop by here at 9:30am to answer any new questions or get this wrapped up?"<sup>(2)</sup>

**(STAGE DIRECTIONS: The salesperson should be reaching in to their bag for an appointment book or their cell phone for a calendar. This will make it seem more 'official' that they are going to be back in the area.)**

CEO: (will give you a yes/no answer or another date)<sup>(3)</sup>

**(STAGE DIRECTIONS: Once the CEO says yes, the salesperson should mark the date down on either their phone calendar or in their appointment book. Don't just write it on a sheet of paper.)**

YOU: "Great, I've got down that I will see you next Tuesday at 9:30am. Does that work for you?"<sup>(4)</sup>

## PART 1: INTRO, CHANGE OF DIRECTION

### Notes on the Questions for Group Sales

**Q1.** You've come to a fork in the road when you ask how many local salespeople the company has and the answer is *zero*. This whole pitch is based on using our tickets to help a company improve its sales, and they do that with local salespeople. Without any local salespeople, the company really doesn't have a reason to buy season tickets. However, they do indeed have a reason to buy tickets—*Group Tickets*.

If a company bought 200 tickets from an NBA team for a group outing, that would translate to five full season tickets. So, when a CEO says they have no local salespeople we still look at it as an opportunity to sell a bunch of tickets.

**Q2.** It's important to know the size of the company. The more employees the better.

**Q3.** This question gives a better idea of the CEO's philosophy on employee reward and recognition. If they do none, it's going to be tough to sell him on using tickets for employee reward and recognition. If they are active, the chance of a sale goes up dramatically.

**Q4.** This helps define the regularity of employee reward and recognition. Infrequent recognition would likely lead the salesperson to recommend a larger, hospitality-style event. Frequent recognition would drive the recommendation more toward a ticket package.

**Q5.** This helps define how much the company spends on the program. It will help the salesperson make a price appropriate recommendation. It will also help determine if there is a committee or one person who decides the awards.

### WHAT IF THEY DON'T HAVE ANY LOCAL SALESPEOPLE?

**Q1. Stage instruction:** Remember the first question of this presentation, "How many local salespeople do you have?" Well, here's what you say when the answer is *zero*. The company may not have any local business. They may be a distribution center or do all their business overseas. That's okay. Because of Full Menu Marketing, you still have an opportunity to sell them some type of ticket product. Most likely this sale will simply transition into a Group Sale. It just takes you to ask a different group of questions. Here are the questions you would be asking:

**Q2.** "How many local *employees* do you have?"

**Q3.** "How do you recognize employees that go above and beyond and really help the company?"

**Q4.** "How often do you recognize your top employees?"

**Q5.** "What are the recognition awards? How do you decide on the awards?"

**Q6.** With multiple departments, each department could have one game a month to recognize a top employee. This would help build up the number of games needed each month.

**Q7.** If the company primarily recognizes the employees in a group setting, a nightly suite, party suite, or other larger one night hospitality event would be a better recommendation.

**Q8.** The salesperson will learn a lot about the primary employee outings and the budget for those outings. It will allow the salesperson to make a recommendation where the prospect could hold their company picnic or holiday party at a game.

**Q9.** The answer to this question will allow the salesperson to set up a group outing where the employees purchase tickets instead of the company footing the bill. The salesperson will need to give some examples of how it works at no risk to the prospect.

**Q10.** Ideally, the salesperson has gleaned this information from the lobby plaques or office walls but it helps to have an explanation of how active the company is. A positive answer to this question would give ammunition to a charitable program using the team's tickets.

**Q11.** A charitable ticket program has tremendous flexibility to get the prospect to buy *something*. Set up varying tiers of donation so the company can pick a level. This is an almost last gasp to buy something if nothing else has worked or an easy add-on if the prospect has been exceptionally enthusiastic.

**Q6.** “How many different departments do you have here?”

**Q7.** “Do you ever recognize and reward employees as a group or department? What are those awards?”

**Q8.** “What do you do for a holiday party or summer picnic?”

**Q9.** “Do you provide the opportunity for employees to purchase tickets for events at a discount or with perks and benefits they couldn't get on their own?”

**Q10.** “What types of local community organizations is the company involved in?” (provide some examples like Boys and Girls Club, Scouts, etc.)

**Q11.** “Would you be interested in partnering with the team in a program where local underprivileged children have a chance to attend a Kangaroos game, compliments of your company? (If the CEO shows some interest) Let me give you an example of how this works...”(explain your team's charitable ticket program. If you don't have one, create one.)

# THE SALES PITCH

“Would you please hold this while we talk. It’s a tool we use in our business.”

“We have a thing that we call silly putty tickets--remember silly putty, you can shape it, stretch it, mold it. Well, we can shape and mold our tickets to your specific needs to help you increase your sales.”

**(Q.1.)** “For instance, how many local salespeople do you have?”

**(Q.2.)** “How many key accounts does each salesperson have?”

**(Q.3.)** “What size is an important account?”

**(Q.4.)** “How important is new business to your salespeople?”

**(Q.5.)** “Do you have a strict plan that is designed to get new business every month?”

“It's always tough to get salespeople to focus on new business.

By using our silly putty tickets, you can get them to *focus on new business*, and *you can keep track*.

For example, the first step is to have each salesperson identify in writing to you which new prospects are key to them.”

**(Q.6.)** “That wouldn’t be difficult to do, would it?”

“Most of my clients have told me the key to building business from new prospects is for the salesperson to develop a good relationship with them, usually through constant contact.

A lot of times, to build that relationship, salespeople will use an out-of-the-office activity like golf or lunches.

Some of my clients have told me their problem with golf is that some people just may not be good golfers and it’s almost more embarrassing to play than not. And, it’s pretty expensive. And when was the last time you had a memorable chicken sandwich at lunch?

However, by using our silly putty tickets, you can get them to build these relationships and focus on new business, and you can keep track.

Here's how it works.

The salesperson calls a prospect who he has been working on for a little while. He says, ‘How about joining me for the Kangaroos game next week? I’ve got the president’s seats.’

This is not a situation of the salesperson just giving away the seats--it's the salesperson inviting the prospect *to go with him*. Now, the salesperson has the chance to do some real out-of-the-office bonding.

Remember, he wants to develop a relationship through constant contact. Giving the tickets away doesn’t help build that relationship.



**(Q.7.)** “How effective do you think 2-3 hours at one of our Kangaroos games would be for building a relationship?”

*(If negative response):* “How do you mean?”

“Other companies thought that too, but look at how one of my clients have enjoyed success with our tickets...”

“You're exactly right, look at how one of my clients have enjoyed success with our tickets ... “

“What could be even better when taking a prospect to a game is if you as the president or maybe your sales manager could go also.”

**(Q.8.)** “Would you be willing to do that occasionally for the right account?”

**(Q.9.)** “Would it be asking too much of your salespeople to spend just one evening a month with a key prospect at one of our games?”

“Our season is about six months long. If each one of your salespeople took *just one key prospect a month to one of our games*, each salesperson would bring six new prospects a season.”

**(Q.10.)** “Of those six prospects, how many do you think would end up as *customers*?”

“If each salesperson converted just one prospect to become a new customer, that would be \$ \_\_\_\_\_ (the avg. size of an important account from Q3) for each salesperson. With \_\_\_\_\_ (enter the number of salespeople from Q1) salespeople, that would be \$ \_\_\_\_\_ in new business (multiply the average size of an account by the number of local salespeople).”

**(Q.11.)** “Do you see how I arrived at this number?”

“You know, we’ve been talking about new business. We might also consider your existing clients. After all, your competitor may be out there trying to build the same relationships with your clients.”

**(Q.12.)** “Would it be asking too much to have your salespeople also spend just one evening with an existing client as well as one evening with a prospect?”

“To give each salesperson one game a month to take out a *prospect*, you would need \_\_\_\_\_ games a month.”

**(Q.13.)** “Does that make sense to you?”

“You would need a similar amount of games per month for your salespeople to take *existing* clients out to the games.”

“You would also need \_\_\_\_\_ games per month.”

“You need a total of \_\_\_\_\_ games per month. Now let’s talk about which type of ticket would work best for you.”

“Based on what you’ve told me, here’s what I would suggest you do.”

“Our best seating area is the Club Level. With club seats, here is what you get...” (*outline the benefits of the club seats*).

“The cost to have a planned, controlled, new business effort is really quite nominal for the return. For each one of your salespeople to take just one key prospect once a month and one current client a month, you would need \_\_\_\_ games per month or \_\_\_\_\_ games for the season.”  
**(Stage instruction:** *In our example, 5 salespeople would need 10 games per month or 60 games for the season. You should have a chart like the one in this manual on page 18. Look at your chart and find the row with 5 salespeople. You don’t have to stumble around doing math, it’s right there.*)

“The return on investment is substantial. If each salesperson brought in only one piece of new business because of this focus on new business, your sales would increase by \$125,000.”  
(\$25,000 x 5 = \$125,000.)

“Because you need 60 games, I recommend four full season tickets. That would leave 10 games for your employees or more customers. Your costs for 4 season tickets is only \$14,000.”

“How happy do you think you’d be with those results by giving this plan a try? That decision would be worth at least \$125,000 in new business to you and maybe up to \$250,000 in new business.”

“I can get this order in today and reserve you some prime seats.”

**(Q.14.)** “Would you prefer the account in your name or the company’s name?”

**(Stage instruction: PAUSE --- BE SILENT after asking Question 14.)**

**LET ME TALK TO MY PARTNER (or talk to someone else) Objection**

CEO: “It sounds pretty good. Let me talk to my partner (wife or business manager or pet dog or whatever) and get back to you on this.”

YOU: “I can understand wanting to talk to your partner. When do you think you’ll talk to your partner?”

CEO: “Thursday (or whatever specific date).”

YOU: “Having looked at this program and looked at the new business potential, what will your recommendation be?”

CEO: “I would recommend it.”

YOU: “What do you think your partner would be inclined to say?”

CEO: “I think he’d like it.” (If the CEO gives you an objection here, ask “How do you mean?”)

YOU: “Then why don’t we do this. Let’s sign you up today and we’ll use our Opt-Out Clause. Here’s how it works. You’re meeting with your partner on Thursday (see above). Well, I’ll write next Monday’s date at the top of the agreement. You have until that date to Opt-Out if you decide that this isn’t for you. This way, you can get better seat locations, but if you and your partner decide that this isn’t for you by next Monday, you just call me up and I’ll cancel the order.”

CEO: “I’m not sure. I really need to talk to him.”

YOU: “We can still do the Opt Out. When you meet with your partner on Thursday (see above), and your partner doesn’t like the \$ \_\_\_\_\_ in new revenue for a cost of \$ \_\_\_\_\_, then just call me and I’ll cancel the deal.”

## LET ME TALK TO MY SALESPEOPLE Objection

CEO: “Looks pretty good. Let me talk to my salespeople and make sure they are into it and get back to you.”

YOU: “When would you talk to your salespeople about this?”

CEO: “Thursday.”

YOU: “Jim, you said earlier that it wouldn’t be too much to ask of your salespeople to spend one night a month out with a key prospect, right?”

CEO: “I think it’s reasonable.”

YOU: “And, you said you thought Big City Kangaroos games were a good place to develop relationships and there was a potential of \_\_\_\_\_ in new business, right?”

CEO: “Sure.”

YOU: “Then with all due respect to your salespeople, why let them even vote on it? Why let them vote on \$125,000 of new revenue for your company? If you think this will work and you think they have to spend just one evening a month out with a prospect, and generate \$125,000 to \$250,000 in new business, what’s there to vote on? *What if they voted no?* I had a client last year who was concerned about whether his salespeople would use the tickets. Here’s how well it worked for him.”

**(STAGE DIRECTIONS: Hand a testimonial letter to the CEO.)**

YOU: (when CEO looks up from the letter)

“Why don’t we do this? Let’s sign you up today and we’ll use our Opt-Out Clause. Here’s how it works. You’re meeting with your salespeople on Thursday (see above). Well, I’ll write next Monday’s date at the top of the agreement. You have until that date to Opt-Out if you decide that this isn’t for you. This way, you can get better seat locations, but if your sales staff really fights you on this, by next Monday, just call me up and I’ll cancel the order. Can I reserve those seats today?”

**BE SILENT AND LET THE PROSPECT SPEAK NEXT**

## COST TOO MUCH Objection

YOU: “How do you mean?”

CEO: “Well, we’ve had a tough year and cut some budgets so I have to be smart on expenses” (or some other expanded explanation).

YOU: “I can understand that. (pause) You know, think about it this way. You said yourself that you thought you could generate \$ \_\_\_\_\_ in new business for a pretty reasonable cost of \$ \_\_\_\_\_. That sounds like a pretty smart move on your part. What is it here that is really causing you to hesitate?”

### **BE SILENT AND LET THE PROSPECT SPEAK NEXT**

**(STAGE DIRECTIONS: If the prospect really continues to persist that it is indeed a cost issue, you don’t want to become pushy. It’s okay to downsell them to make them more comfortable with the purchase. Your goal is to make a sale.)**

YOU: “What would you be more comfortable with?”

**(STAGE DIRECTIONS: Whatever figure he gives you, it’s probably the low figure. Come up with a package that is lower than your original figure but a little higher than his.)**

YOU: “Within that price range I think this could work for you (cut the original recommendation down with either a cheaper priced ticket or fewer games).

With this plan, you can still get really good seat locations and pretty close to the right number of games. If this works the way we both think it will, you can always add games or upgrade your seats during the season. Will this work for you?”

### **BE SILENT AND LET THE PROSPECT SPEAK NEXT**

**NONE OF MY CLIENTS ARE HOCKEY/BASEBALL/BASKETBALL FANS** Objection

Or

**LET ME TALK TO A FEW CLIENTS TO SEE IF THEY ARE INTERESTED** Objection

YOU: “How do you mean?”

CEO: (Some additional explanation)

YOU: “That makes sense to think about your clients. Let’s really think about this though. This program really is designed to get *new* business. You said earlier that our games would be an effective place to build relationships, right? Well, prospects might not be fans of our team, but most like to see the biggest stars of the league at some of our biggest and best sold out games. This works for getting new business and it will work for most of your clients.

I can take your order right now and get this new business program going.”

### **BE SILENT AND LET THE PROSPECT SPEAK NEXT**

**I’LL JUST BUY THE GOOD GAMES  
FROM STUB HUB** Objection

CEO: “I’ll just buy the good games from Stub Hub.”

YOU: “I can understand how easy it is to buy from StubHub. However, StubHub has some weaknesses for businesses:

1. You can’t really plan in advance with a controlled new business strategy.
2. You never really know how much you’ll pay for tickets and more importantly, whether you can get decent seats.

3. You also don't get access to the other features and benefits of being a ticket package buyer with the team.

What is it that is really causing you to hesitate here?"

**I CAN'T SEE THIS WORKING** Objection

CEO: "I just can't see this working..."

YOU: "I can understand that this sounds crazy that you can get all this new business by going to games. But, IT DOES WORK. And, what is your risk? It's only about \$14,000. That's not much of a gamble—\$14,000 to get \$125,000, maybe \$250,000. What if it isn't as effective as I say it is? What if it's only 75% effective? That would mean you would get over \$90,000 in new business for a \$14,000 investment. Plus you'll have a lot of fun at our games. Would it be all right if I placed your order today?"

**LET ME THINK ABOUT IT** Objection

CEO: "I'd like to think about it."

YOU: "I can understand that. If you took some time to think about it—maybe even thinking about it walking some beach—and you thought about the \$\_\_\_\_\_ in new sales and the \$\_\_\_\_\_ in cost, do you think you would be *inclined* to do it?"

(If the answer is *yes* or *probably*, say, "Well, then, why don't we just do it? You'll really be pleased with the results.")

(If the answer is *no* or *probably not*, ask why. "Really? You'd be getting \$\_\_\_\_\_ in new revenue and it cost only \$\_\_\_\_\_. What is it that's really causing you to hesitate here?")

(You'll probably get a real objection. Now you can handle the objection directly.)



## TO THOSE WHO HESITATE

CEO: (Hesitating)

YOU: “Let me tell you about another CEO that was in the same position as you and he followed this plan and decided to give it a try. Take a look at these numbers...”

**(Hand the prospect another Endorsement Letter and be quiet while the CEO reads it.)**

YOU: “How happy do you think he is that he gave this plan a try? That decision was worth \$100,000 in new business to him. Let me get this order in today. Don’t worry about a thing, I’ll take care of all the details...”

## MAKING THE DECISION

**(Stage direction: You can use this anytime while handling objections.)**

YOU: “Let’s take a look at this. . .the pros and the cons.

(Take out a blank piece of paper for this. Draw a line vertically down the middle. Write ‘Pros’ in the upper left and ‘Cons’ in the upper right.)

Let’s put down the amount of new business in the left hand column...” **(Stage direction: hand write the new business number on your chart.)**

YOU: “Of that new business you would get, is it business that you can *renew*? If so, what percent do you think you could renew?” **(Stage direction: based on the answer, hand write that number on your chart.)**

YOU: “That’s \$225,000 in new business, and that’s if your salespeople convert only one in six of their prospects. Now let’s look at the Cons.”

YOU: “What would be the first ‘reason against’?”

YOU: “You might say expense. Let me write down \$14,400.”

**(Stage direction: hand write the cost of the ticket package you’re recommending.)**

YOU: “Anything else?”

CEO: “I don’t know how effective this would be.”

**(Stage direction: hand write that objection onto the Reasons Against column. You then handle that objection like we have outlined in this Handbook.)**

YOU: “Let’s take a look at this. It looks like a pretty easy decision. You get \$225,000 in new revenue at a cost of \$14,000. Let me get your order in today...”

## GETTING THE FOLLOW-UP MEETING

**STAGE INSTRUCTION:** Every meeting doesn’t end in a yes or no answer. There are times when follow up is needed. You should never settle for a follow-up phone call. Usually that ends up becoming a lot of chasing of the CEO to get a final yes or no answer. It’s better to get the follow-up meeting when you’re already meeting with the CEO. Getting the follow-up meeting could go like this:

CEO: “I’m not sure about this and have to talk to a few people first. Give me a call next week and I’ll let you know.”

YOU: “I can understand that. I am actually going to be right down the street at \_\_\_\_\_ (insert company) for a meeting at 10:00am on Tuesday. Would it be okay to stop by here at 9:30am to answer any new questions or get this wrapped up?”

**STAGE DIRECTIONS:** The salesperson should be reaching in to their bag for an appointment book or their cell phone for a calendar. This will make it seem more ‘official’ that they are going to be back in the area.

CEO: (will give you a yes/no answer or another date)

**STAGE DIRECTIONS:** Once the CEO says yes, the salesperson should mark the date down on either their phone calendar or in their appointment book. Don’t just write it on a sheet of paper.

YOU: “Great, I’ve got down that I will see you next Tuesday at 9:30am. Does that work for you?”

**WHAT IF THEY DON'T HAVE  
ANY LOCAL SALESPEOPLE?**

**Q1 (Alternative Direction) STAGE INSTRUCTIONS:** Remember the first question of this presentation, “How many local salespeople do you have?” Well, here’s what you say when the answer is *zero*. The company may not have any local business. They may be a distribution center or do all their business overseas. That’s okay. Because of Full Menu Marketing, you still have an opportunity to sell them some type of ticket product. Most likely this sale will simply transition into a Group Sale. You just ask a different group of questions. Here are the questions you would be asking:

**Q2.** “How many local *employees* do you have?”

**Q3.** “How do you recognize employees that go above and beyond and really help the company?”

**Q4.** “How often do you recognize your top employees?”

**Q5.** “What are the recognition awards? How do you decide on the awards?”

**Q6.** “How many different departments do you have here?”

**Q7.** “Do you ever recognize and reward employees as a group or department? What are those awards?”

**Q8.** “What do you do for a holiday party or summer picnic?”

**Q9.** “Do you provide the opportunity for employees to purchase tickets for events at a discount or with perks and benefits they couldn’t get on their own?”

- Q10.** “What types of local community organizations is the company involved in? (provide some examples like Boys and Girls Club, Scouts, etc.)”
- Q11.** “Would you be interested in partnering with the team in a program where local underprivileged children have a chance to attend a Kangaroos game, compliments of your company? (If the CEO shows some interest) Let me give you an example of how this works....”(explain your team’s charitable ticket program. If you don’t have one, create one.)