|  |  |
| --- | --- |
| **How to use this script** | **This script will:*** help you follow along with the tweets that Melinda and her team send out through out the interview
* Allow you to cut and paste your responses into the tweet grid do you can easily participate in the “fast-paced” grid conversation
 |
| **Notes** | * We put out a link to the transcript on @SmallBizChat tomorrow a.m. so don't worry if you miss a tweet or two.
* The Last 5 minutes of the chat will be available for pitches or your 140 character commercials. So be ready.
* A more detailed Q & A with our guest comes out on Thursdays on @Smallbizlady’s blog: http://bit.ly/3x5Gm2
 |
| **Preparing for the chat** | To prepare for the chat cut your original paragraphs into tweets of 126 characters or less (you can use the character count feature in word to help). This will make it easy to copy and paste your tweets on Wednesday. * Tweets need to be shorter than 126 characters to allow room for the #SmallBizChat tag.
* Include the question number in your character count.
* Feel free to use abbreviations such as & for and, or 2 for too or two - to save space.
* Your tweets do NOT need to include the #SmallBizChat tag - the site we use to do the chat (tweetgrid.com) adds it automatically.
* Please include the A1 A1b, A2 A2b A2c etc when you paste your answers, so people can keep track of what question you are answering. (see example below)
 |
| **How to format your answers** | **This is an example of how you can breakdown your responses:**A1:It’s a combination of many things but with the small business owner, it’s usually due to where we place our priorities. A2b: Many of us put our work at the top of the list. This usually means that our health and wellness gets pushed to the bottom of the list. |
| **When you are done** | Once you have added the tweets, you can delete your full answers and send the script back to us.  |

**Script**

|  |  |
| --- | --- |
| **Standard Intro Tweets****(SmallBizChat team will enter)** | Tonight on [#SmallBizChat](https://twitter.com/#search/%23SmallBizChat)– Brynne Tillman @BusDevU on Successful selling in the new economy http://bit.ly/sbchat119 |
| How 2 participate in #SmallBizChat: http://bit.ly/S797e; try our prepared @Tweetgrid and join us now at 8p ET http://bit.ly/sbchat119 |
| Welcome to #SmallBizChat, a weekly conversation where emerging small business owners can get answers to their questions. |
| Welcome to my co-host for the night Social Media Strategist and Launch While Working advocate @TaiGoodwin |
| Q: What's the focus of #Smallbizchat? A: To end small business failure by helping you succeed as your own boss  |
| Right now on [#SmallBizChat](https://twitter.com/#search/%23SmallBizChat) : Business Development Expert Brynne Tillman @BusDevU http://bit.ly/sbchat119 |
| We are tweeting live with Brynne Tillman @BusDevU about on Successful selling in the new economy http://bit.ly/sbchat119 |

**Your Interview**

**Note: Melinda will enter the questions. You are only responsible for the answers and any adlib responses you’d like to add in response to the chat audience.**

|  |
| --- |
| Q1: SMALLBIZLADY: How can a sales person really become a successful in today’s environment? |
| Obviously that is a broad question with many answers, but there are a few things that you can do that can make an immediate impact on your performance as a sales person. First, evaluate where your primary business has come from in the past, what activities have you done that has borne fruit and focus on doing more of that. Sounds simple, but so many sale professionals spend too much time doing activity that brings them little business. Next, be prepared, do your due diligence on everyone you meet with. Use LinkedIn to learn about their schools, previous jobs, shared groups or connections with you and so on. Building rapport is a big piece in getting the business. If the prospect’s choice on who wins the deal is apples to apples, it comes down to whom they like more. And the next and most important piece in my mind is - leverage your warm market. Cold calling just doesn’t work, no matter how many calls you make. One way is networking with Strategic Alliances, folks that work with your prospect in a non competitive nature. You can help them and they can help you with warm introductions into your respective warm markets. And the last piece I want to mention today is do a really good job at understanding your prospects wants and needs. Don’t present prematurely, get a clear picture on their reason they want to work with you and when you do offer a solution – be sure to align your message with what they told you. |
| Q2: How do sales people overcome the “budget” objection? |
| By far, in this environment, this is the objection our clients seem to be hearing the most. Believe it or not, overcoming this objection has to come pretty early in the game. When we are uncovering our client’s needs, it is critical that we understand the financial impact of the problem we are looking to solve. Even if there are no clear metrics around the problem, build it out with them. For example if you are a website designer, talk about how much more traffic the new site would bring to their business and ask them – “If we could triple the number of qualified visitors to your website, and collect their contact information for follow up, how many of those new contacts could turn into clients?” Then ask, “Approximately what is your average client worth?” Get a number on the breakeven of your solution and the amount they will bring in because they worked with you. Now, when presenting your price, present it in context with their gain. Present it as an investment not an expense. If done right, there is no reason for them not to move forward. |
| Q3: We all know that referrals are the most powerful way to prospect, how can sales professionals get more referrals from their clients? |
| Getting referrals from clients is the best ways to prospect. Typically asking your client, “Glad you like working with us, do you happen to know of anyone else that could benefit from our products and services?” and if we are lucky they introduce us to one or two – maybe. I suggest that before you go to that next client meeting or phone call, connect on LinkedIn and review their connections. Pick out a few that are good leads and when you meet you can now say, “Glad you like working with us, when we connected on LinkedIn I noticed you were connected to a few folks that I would love an introduction to, would you mind if I ran them by you?” Game changer right? |
| **How to participate in #SmallBizChat** [**http://bit.ly/S797e**](http://bit.ly/S797e)**; join in via tonight's tweetgrid: http://bitly.com/sbchat119**Live right now - Interview with Brynne Tillman @BusDevU on Successful selling in the new economy <http://bit.ly/sbchat119>Find out how Melinda Emerson became @SmallBizLady: <http://bit.ly/ppJ4xD> via @openforumIt’s finally available on Amazon! The “Are You Ready to Become Your Own Boss?” workbook. Emerson <http://t.co/DvHRQQ8> |
| Q4: So many of us attend chamber events, business card exchanges and referral groups, but how can we get more out of these networking events? |
| The number one thing you have to day is change your mind set. Don’t go to these meetings looking for you next big client, everyone in the room is doing that. Attend these meetings with the intention of meeting new referral sources. Find good networkers that want to meet with you for coffee and review who you can introduce each other to. We call this fishing with net rather than fishing with a pole. When you fish with a pole, you have one pole, one string, one hook, one worm and if you are lucky you can catch one fish – but it takes a while for them to bite. When you fish with a net, meaning getting many introductions from one meeting, you are meeting your prospects in a relatively short period of time. |
| Q5: I understand how important warm market prospecting is but how can a sales person penetrate a company that have no connection to? |
| This is a fun question; I always love the challenge of breaking into companies and getting to the right decision maker. Obviously, I will exhaust all warm market avenues including my LinkedIn connections but when I am sure that there is no other way in…I reach out to their best sales person. I introduce myself, explain how I work with referral sources to grow our respective businesses and invite them for coffee. I don’t necessarily ask for an introduction into their company right away, but once I have made some valuable connections for them – it typically happens naturally.  |
| Q6: So many sales people leave voice mails that never get returned, what makes an effective voice mails? |
| Voice mails are a tough one. The delete button is often too easy. The best advice I have to give my clients is keep it very brief, do not give them a pitch, but if you can give them a small value proposition that means something to them – it can be effective. For example: “Hello Ms. Smith, my name is Brynne Tillman with Business Development University. We have been working with the sales teams in Software companies just like ABC Company to help them build their pipeline through LinkedIn. They are working smarter not harder and getting a lot more appointments. If you think your team could benefit from more appoints, please call me back at 215.499.0499.” Again, voice mail is tough, so take a multi-prong approach, and reach out to them in various ways – phone, email, LinkedIn etc. It will increase your chances of getting connected. |
| Q7: Many times sales people are meeting at the wrong level, how they get to the decision maker? |
| First thing is you have to know who the right decision maker is. If you are prospecting in a company, and there is no clear org chart, you have to ask – “Who other than yourself will be involved in making this decision.” Never ask are you the decision maker – it is just too insulting! Once you have uncovered who you need to be in front of, you conversation should revolve around that it might make sense for us all to meet – so if they have any questions I can answer them. If the push back is, well I can be the go between, you can respond, “I appreciate that, but typically we have seen that having someone like yourself have to retell everything we presented to you takes more time and energy in the long run, a ½ hour meeting with all of us really is more efficient.”  |
| **If you know a small biz owner who could use some advice tell them to follow @SmallBizChat and join us every Wed 8-9 ET****Promote upcoming event:** **For tips on #smallbiz success subscribe to Melinda Emerson’s blog at http://**[**www.succeedasyourownboss.com**](http://www.google.com/url?q=http%3A%2F%2Fwww.succeedasyourownboss.com&sa=D&sntz=1&usg=AFQjCNFuFKqzU4YM8KvotUhfki00Xm8IoQ)**Who’s On #SmallBizChat this September: http://bit.ly/m6BDYK** |
| Q8: It is important to know your competition, how can you find out who you are up against? |
| Ask. This is so simple, yet many sales people are uncomfortable with this question. “May I ask, Mr. Prospect, who other than us are you talking to about this solution? And the cherry on the sundae – what criteria do you and your team plan on using when making your decision? This is critical information for you when you are proposing, so make sure you are gathering this information in your first prospect investigation meeting. |
| Q9: I know BDU doesn’t teach cold calling, but if we had to, is there a good way? |
| We are not advocates of called calling in general, but there is always something somewhere that comes up where there is no warm connection and it is a prime opportunity. It is important to warm it up just a tad. Do some research, find press releases, articles or even blogs or LinkedIn or twitter posts by that person and reach out to them based on what you read. People that blog want to be read, so if you have a positive comment about them, particularly if you share it with your network, you come in with a slight edge.  |
| Q10: Is there any specifics that can help leverage our strategic alliances? |
| We talked about aligning ourselves with referral sources, but this question is really how do we leverage that relationship? This is when LinkedIn really comes into play. LinkedIn allows us to export our connections into an excel spreadsheet. I have my clients skinny the list down to name, title and company – share it in an email with their referral sources, and they do the same. Each do their due diligence, highlight who they would like to meet, and send the list back with a paragraph of how they would like to get introduced. If you would do this once a week or even once a month with a new source and get 10-20 warm introductions into their market, what would that do for your business? |
| **A blog post with a more detailed Q & A with our guest comes out on Thursdays on @Smallbizlady’s blog: http://bit.ly/3x5Gm2****We’re always looking for small biz experts to share...Here’s how to be a guest on #Smallbizchat http://bit.ly/4r5KEZ****Back at the Blog:** [**How web analytics goals makes your online business better**](http://succeedasyourownboss.com/08/2011/how-web-analytics-goals-makes-your-online-business-better/) **>>> http://bit.ly/oOLrT7****Get your FREE chapter of Become Your Own Boss in 12 Months: http://bit.ly/eM4XTR** |
| Q11: *How can a sales person* brand themselves as an expert in their field? |
| There are quite a few ways to brand yourself as an expert in your field. The easiest way today is to blog and share it in social media. But, if you don’t have content or the time and energy to write, find other’s that are doing it for you. Share it on LinkedIn and Twitter and add your opinion. Two things to watch out for here, don’t promote competition, and only comment if it can help build your reputation. You can always just say, “I found this interesting blog and would love to get your feedback”. The key to branding is consistently getting in your message out there. |
| Q12: can busy sales people make the most of the limited prospecting hours they have? |
| This is important for everyone, it seems that responsibilities grow and so do revenue expectations. Having a good activities plan in place is the keystone to successful time management. When we work with our clients, we make sure that their goals are in SMART format (Specific, Measurable, Aligned, Realistic and Timed) and that they are the most productive activities that they can be doing. Scheduling prospecting in your calendar is effective as well – I always say treat it as if you were sitting in front of a client, you wouldn’t answer emails or the phone – take it seriously for the time allotted and you will see the fruits of your labor. Next, keep a check on your time and territory management. If you have a client meeting 30 miles from your office, set up prospecting meetings around it.  |

|  |  |
| --- | --- |
| **Standard Closing Tweets** | Special thanks to business development expert Brynne Tillman @BusDevU - <http://www.businessdevelopmentuniversity.com/> |
| Next week Michael Bruny  @ambassadorbruny on The New Art of Conference Networking: #Hashtags to Handshakes. |
| Roll call, who’s on @Smallbizchat tonight? Give me your best 140-character commercial. |
| Tomorrow get the full interview with Brynne Tillman @BusDevU on http://www.succeedasyourownboss.com |
| Was this interview helpful? Join us every Wednesday 8-9p ET follow @SmallBizChat on Twitter for info.  |
| Thank you to my co-host Social Media Strategist and Launch While Working advocate @TaiGoodwin |
| The mission of #Smallbizchat is to end small business failure by helping you succeed as your own boss.  |
| Up next week >> Author Michael Bruny  @ambassadorbruny on The New Art of Conference Networking: #Hashtags to Handshakes |
|  |