

LB

Lauren Bailey
Founder,
Factor 8



**FIVE
MILLION-DOLLAR**

SALES SECRETS

ELEVATE

TMSA CONFERENCE

June 9-11, 2024 | New Orleans



HELPING COMPANIES OF ALL SIZES SUCCEED.



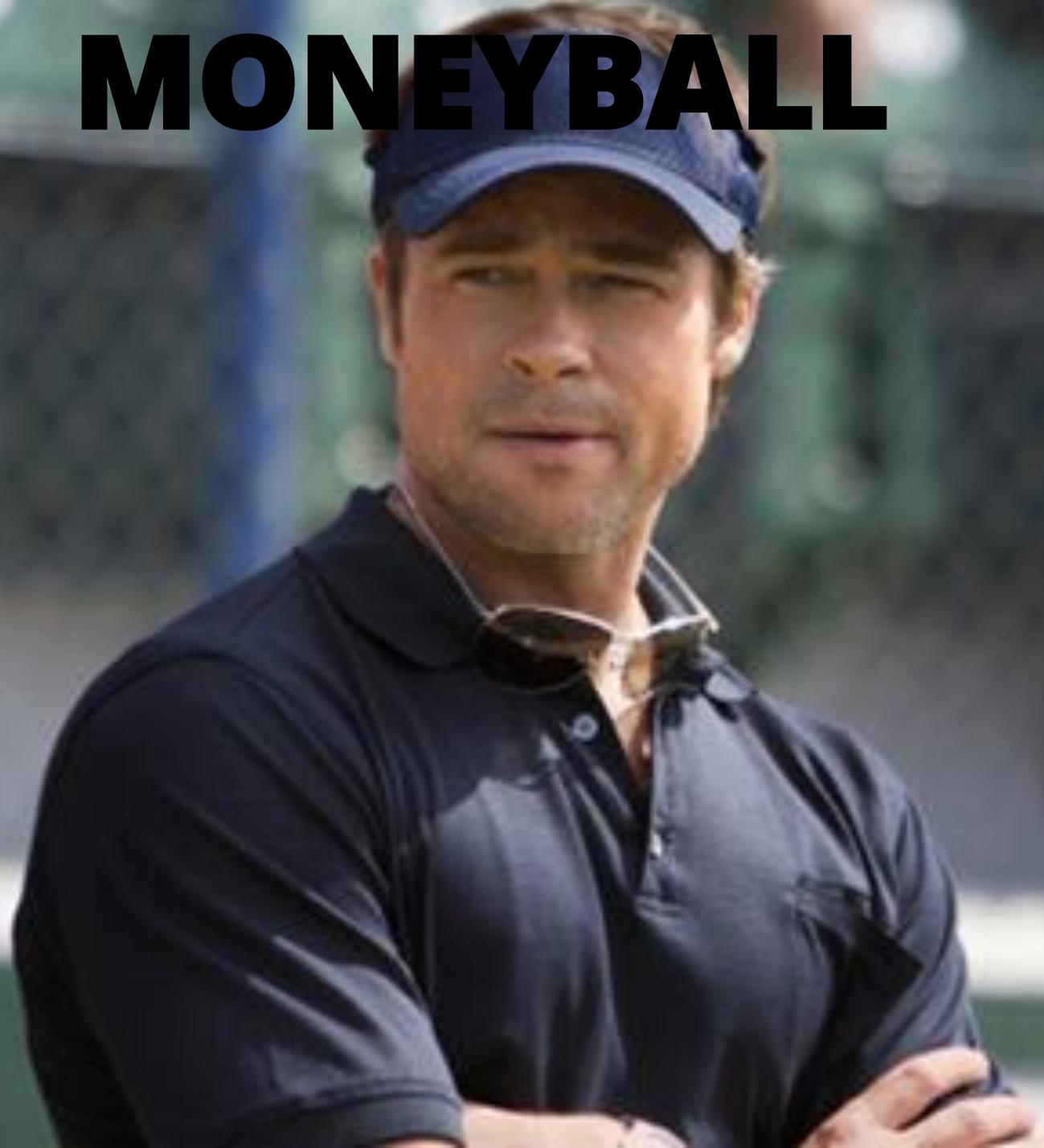
FACTOR 8 STRATEGY:

1. Double selling time
2. Quit wasting time
3. Stop deals from stalling
- 4. Build seller CONFIDENCE**

MONEYBALL



MONEYBALL





YOU CAN'T GET HOME, IF YOU CAN'T GET ON FIRST

FACTOR8

Sales Training Designed By Sales Leaders



YOU CAN'T GET HOME, IF YOU CAN'T GET ON FIRST



First Base Skills

1

SWIIFTSM Intros

2

Messages That Get Returned

3

SWIIFTSM Value Props

4

Overcoming the Brush-Off

5

Capture New Contacts

6

Qualify & Categorize Leads

**Use the phone to get as
many accounts as possible
on 1st base.**

Virtual vs. Field Sales Teams

Scan & vote
or go to
slido.com
#2576 937



67% INCREASE



DROP- IN **CONNECT (20%)** **APPTS (100%)** **DEALS (33%)**

DAY	5	1	1	.6
MONTH	100	20	20	12
YEAR	1200	240	240	144

CALLS **CONNECT (15%)** **APPTS (50%)** **DEALS (33%)**

DAY	40	6	3	1
MONTH	800	115	38	20
YEAR	9600	1440	720	240

106%

INCREASE

	CALLS	CONNECTS (15%)	APPTS (50%)	DEALS (33%)
DAY	50	7.5	3.75	1.24
MONTH	1000	150	75	25
YEAR	12000	1800	900	297

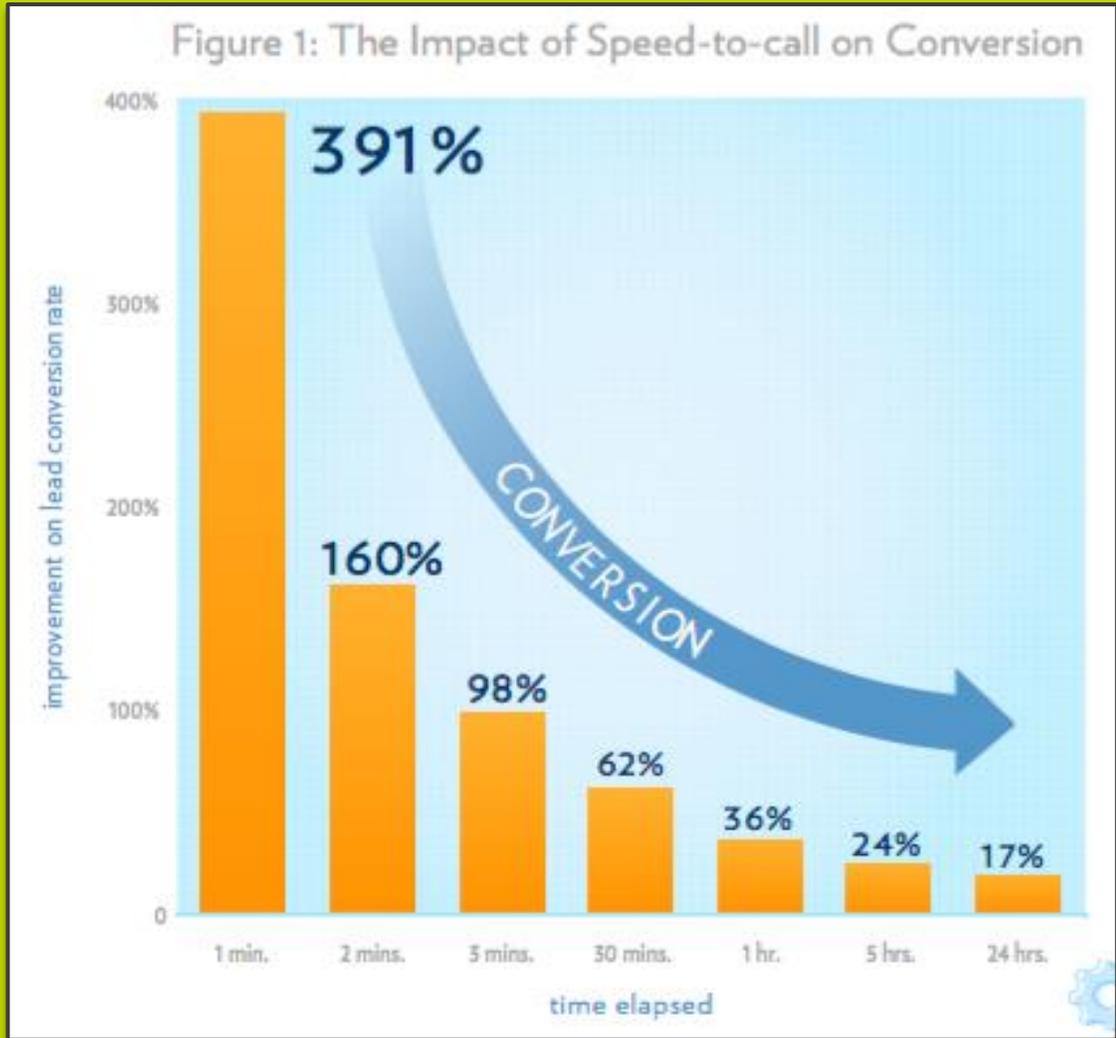


391%

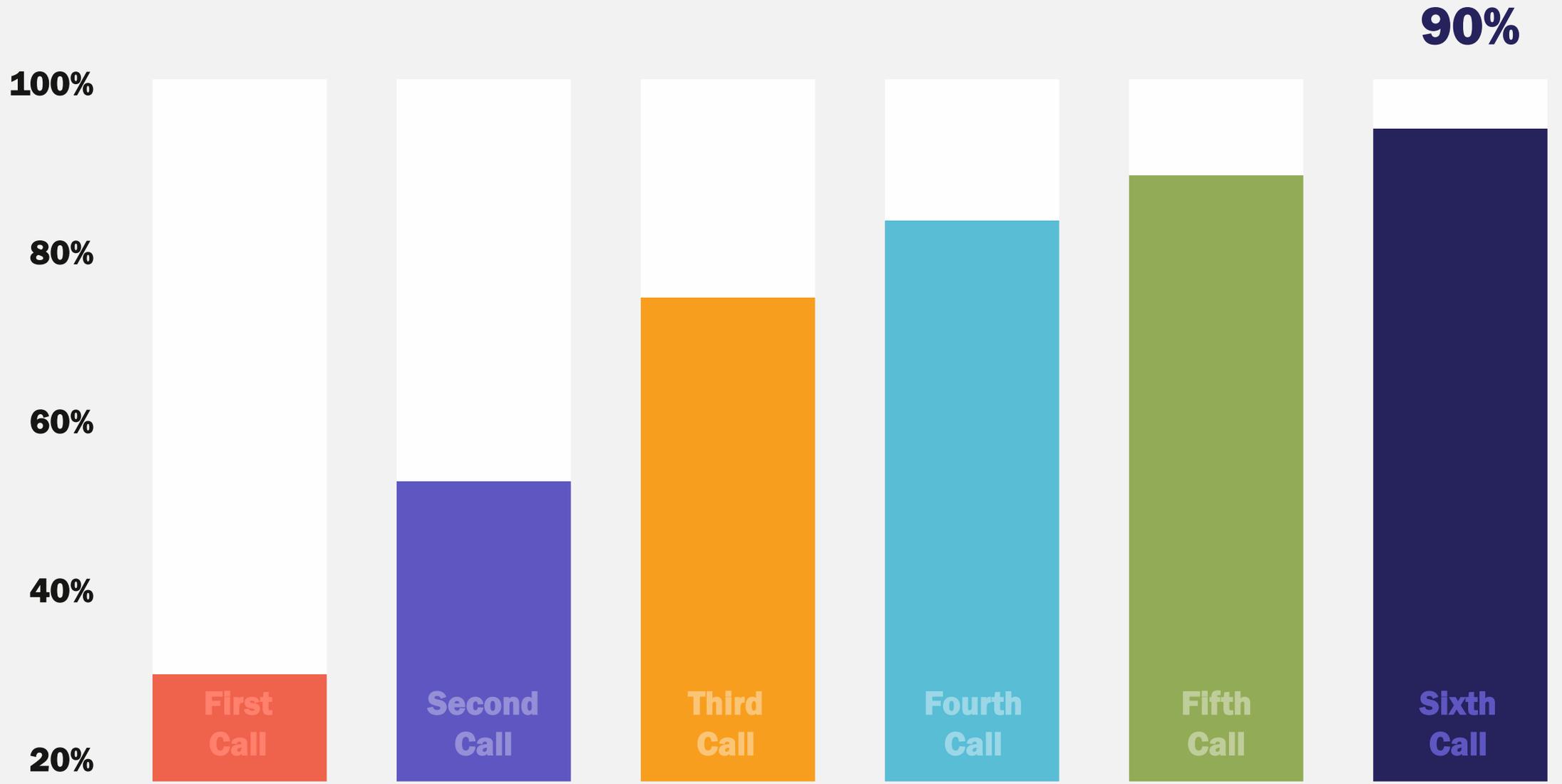
Higher close rate for
leads called w/in one
minute vs. one day

Velocify

Figure 1: The Impact of Speed-to-call on Conversion



IT TAKES MORE CALLS TO REACH CUSTOMERS



AVERAGE REP CALL ATTEMPTS



Over 30% of leads are never contacted at all.

The Goal Of Voicemail

PRODUCE A
CALLBACK



LEAVE A POSITIVE
BRAND
IMPRESSION



LEAVE A
POSITIVE REP
IMPRESSION



GUILT



sales
THE BAR
SALES SKILLS ON TAP

Voicemails To Avoid

WHAT VOICEMAILS WILL PRODUCE A CALL BACK



1
Ghost-Mail

4
The Rambler

2
The Yeah, It's My Value Prop

5
I'm Not Important

3
Buy A Billboard

6
Speed Demon

These Messages Will **TRIPLE** Your Calls Back



Lever



Mystery



Urgency



Value
(SWIFTSM)

Call Leads w/in 1 Minute.

Make at least 6 attempts.

Always leave a (good) message.

(Then pretend it doesn't piss you off)



“I’m calling to touch base.”



Show Up & Throw Up

Introductions

Are Not The Time To
Start Selling

Be
SWIIFTSM
Instead

*So, What's In It
For Them?*

53%

of time buyers
choose sellers
who were the
first to add value



SWIIFTSM Intros

Grab Attention

and Keep Contacts

on the Phone.

SWIFTSM Intros:



Are Under
10 Seconds

Answer:

Who Are You?

What Do You Want?

Why Should Care?



Get The DM
Talking Fast

SWIIFTSM Six Values

What Do People Care About At Work?



TIME

SAVE YOU
SOME TIME
ON...



MONEY

HELP
INCREASE
YOUR PROFIT
MARGIN



EASE

MAKE THIS
SERIOUSLY
EASIER



REPUTATION

ENSURE
YOU'RE THE
HERO



POWER

HELP YOU GET
CONTROL
OVER



RISK

ENSURE
YOU'RE
PROTECTED
FROM...

SWIIFT Intro + SWIIFT Questions

Max? LB here w/ Factor 8. I'm calling to see if I can help increase your membership at TMSA by 23%.

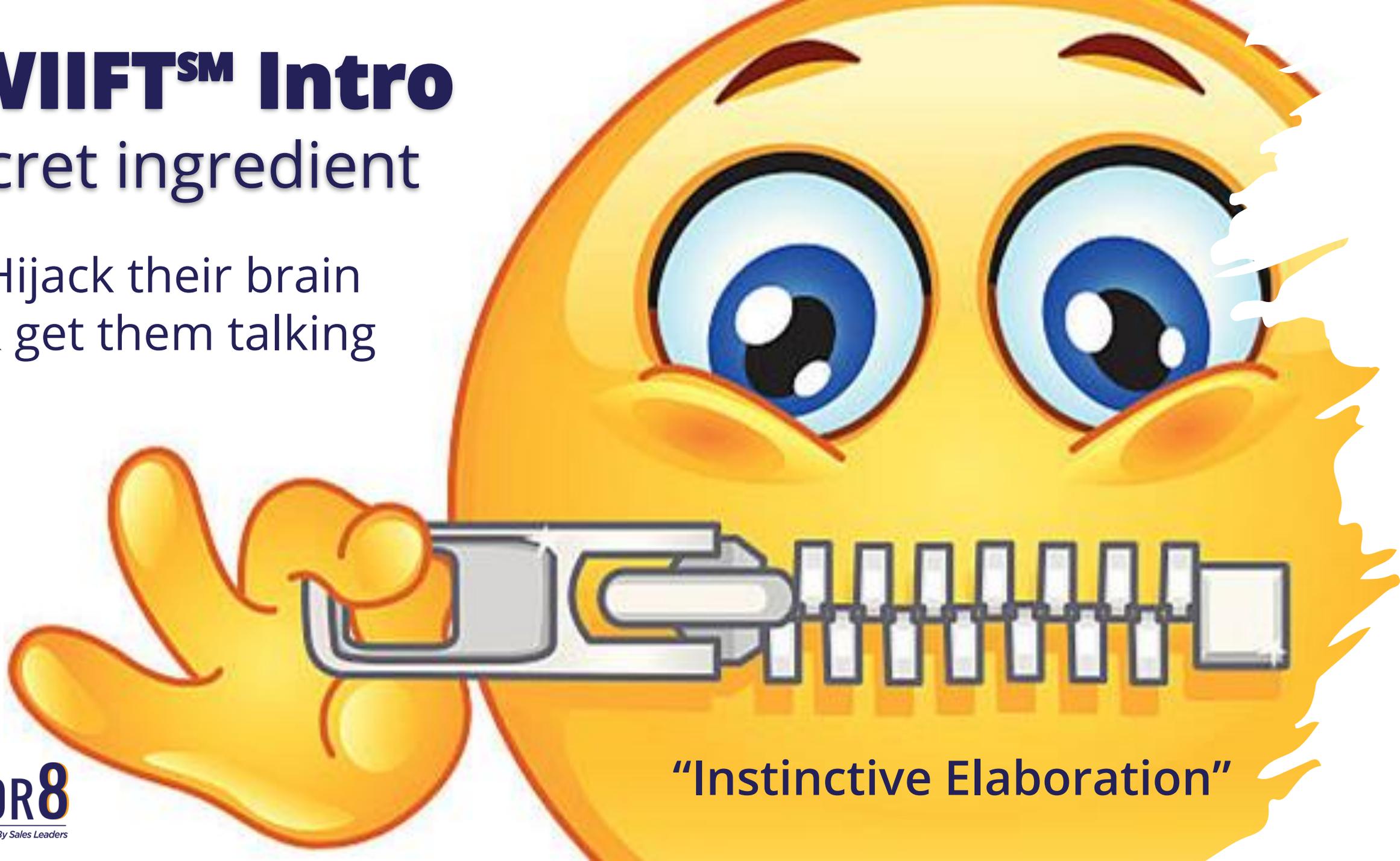
”

- **You Have More Than 5000 Members Right?**
- **And Are About 10% Enterprise?**

SWIIFTSM Intro

Secret ingredient

Hijack their brain
& get them talking



“Instinctive Elaboration”

The SWIIFTSM Intro

review

1

Their Name

2

Your Name & Company
(Abbreviated Version)

3

SWIIFT Purpose Ear Perk
(So What's In It For Them?)

4

1 - 3 SWIIFT Questions

A

“Hi Mr. Customer, this is Lauren calling from Factor 8. ”

I’m calling to introduce myself as your new Rep and learn more about your company’s training strategy.”

B

“Hi Mr. Customer, this is Lauren calling from Factor 8. ”

I’m calling to see if Factor 8 can help you get new reps hitting quota sooner. How many BDR’s on your team?”

QR CODE
DOWNLOAD CHEAT
SHEET W/ CLASS,
SAMPLES,
TEMPLATE

CEB

Only 15 % of sales calls
add enough value
according to executives.

And 75 % percent use
too much “sales speak?”

- Forrester



More Value-Add Reasons to "Touch"

- ✓ New Content Tips/ Trends
- ✓ Content Share
- ✓ Introduce Someone
- ✓ Share A Case Study
- ✓ Attend With Me?
- ✓ Resource Share
- ✓ Get Their Expertise
- ✓ Be on Aaron Dunn's Podcast
- ✓ Job Openings
- ✓ Available Talent
- ✓ Technology Share
- ✓ New Business Lead
- ✓ Statistic
- ✓ Quick Question

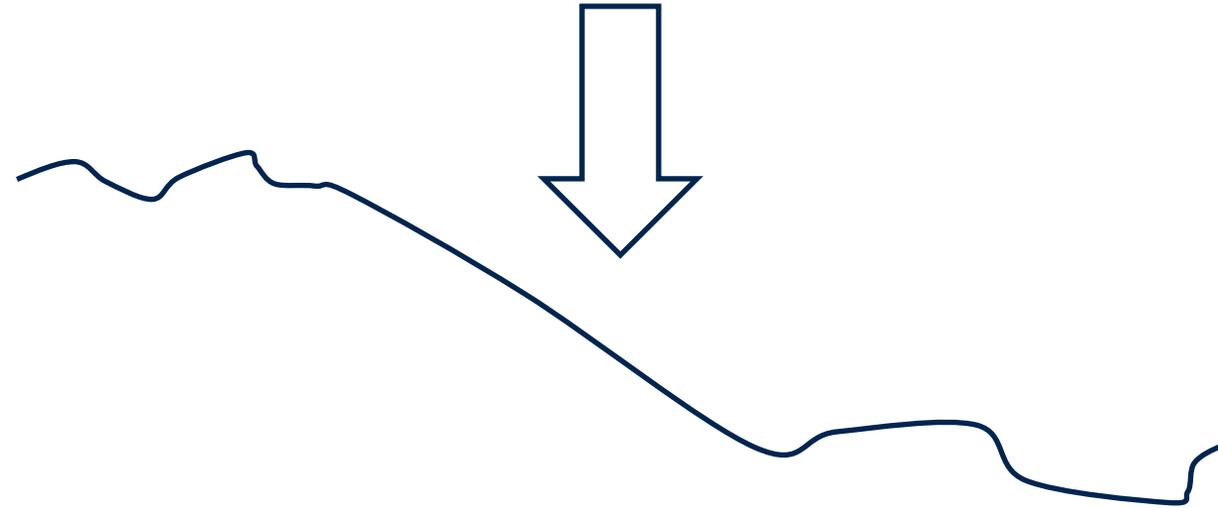


They Speak



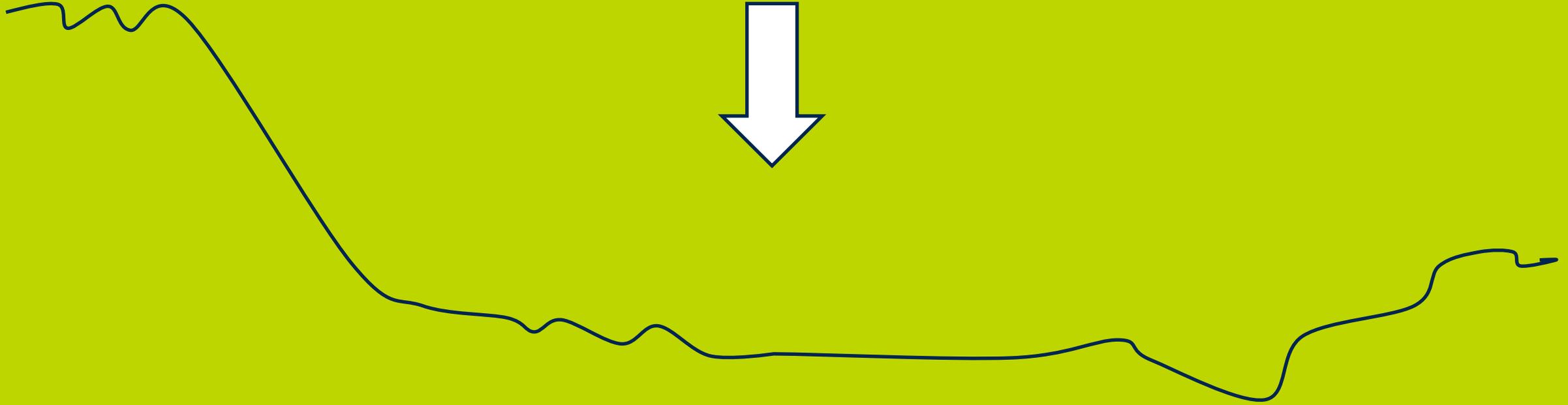
Customer Engagement
Measured by "Q" Ai by
Uniphore

You Speak



Customer Engagement
Measured by "Q" Ai by
Uniphore

You Sharing Your Screen



Customer Engagement
Measured by “Q” Ai by
Uniphore

Start with SWIIFTSM Intro

Have a Goal & Value for Every Call

Stop Screen Share Often



Lead off to Second

Sales Account Qualification

What are the 3 Characteristics of
An “A” Lead?

Qualify & Categorize

A

Top Potential for Growth

B

Some Potential for Growth

C

Sporadic Opportunity

D

Dead

Sales Account Qualification

**Are My Current Top Customers
"A" Accounts?**

Probably Not

THE KEY TO ACCOUNT QUALIFICATION IS:



S P E E D

FACTOR8

Sales Training Designed By Sales Leaders

Sales Account Qualification

Now convert into 3 questions the
receptionist can answer

A

Hi Bob. LB with LB Disty Delight. Do you currently use **”**
LTL and FTL carriers there? What's your average DIM?
Monthly milage?

B

Hi Bob. LB with LB Disty Delight. Do you ship goods **”**
from there? Daily? Do you fill a whole truck each day?
Is your product bigger or smaller than your oven?

“BRIDGE” TO THE NEXT CALL

A

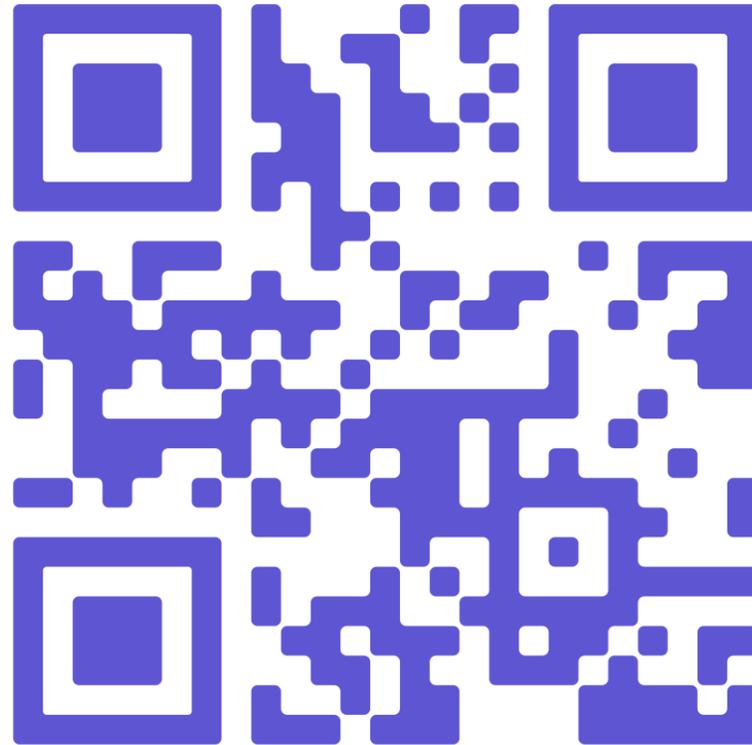
Ok thanks so much everyone. Anything else I can answer? I'll follow up with you next week.

”

B

Ok thanks so much everyone. Let's book time to check in next week. Wednesday? 10? In the meantime, please grab that invoice so we can compare OK?

”



FREE DOWNLOADS
SWIIFTSM Intros to Steal
Voicemail Script Starters
+ More!

THE DOWNSIDE OF PRESENTING:

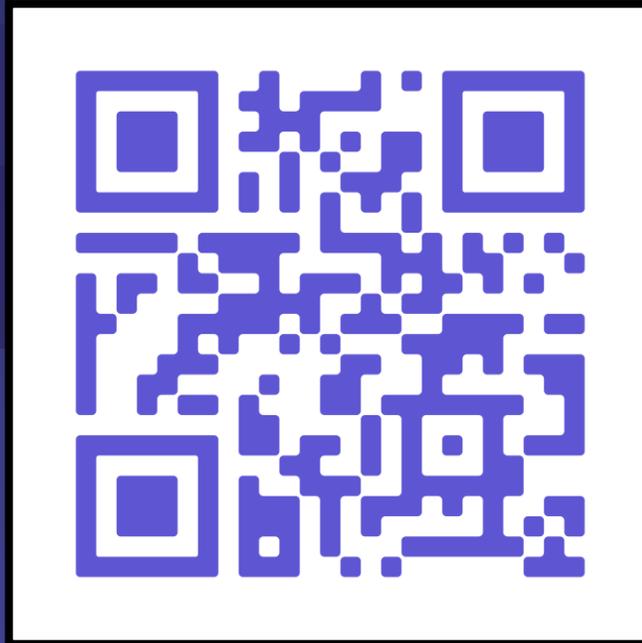
The Forgetting Curve



★ = Training Facilitation or Daily Coaching



CONGRATS FACTOR 8!



Federally-Recognized & Funded
Virtual Sales Certifications

[FACTOR8.COM/FED](https://factor8.com/fed)

SPACE LIMITED. MINIMUM COST. MAXIMUM VALUE.