MSP MASTERED® CERTIFICATION

Level 3

Sales Mastery

Sales Prospecting and Appointment-Setting

Presented by :

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The 7 Step Sales Process

1. Sales Prospecting and Preparation
2. Sales Warm-Up
3. Sales Qualifying
4. Sales Presentation
5. Overcoming Sales Objections
6. Sales Closing
7. Sales Follow-Up

Step 1

Prospecting and Preparation (To Set Sales Appointments)

New Prospect Preparation

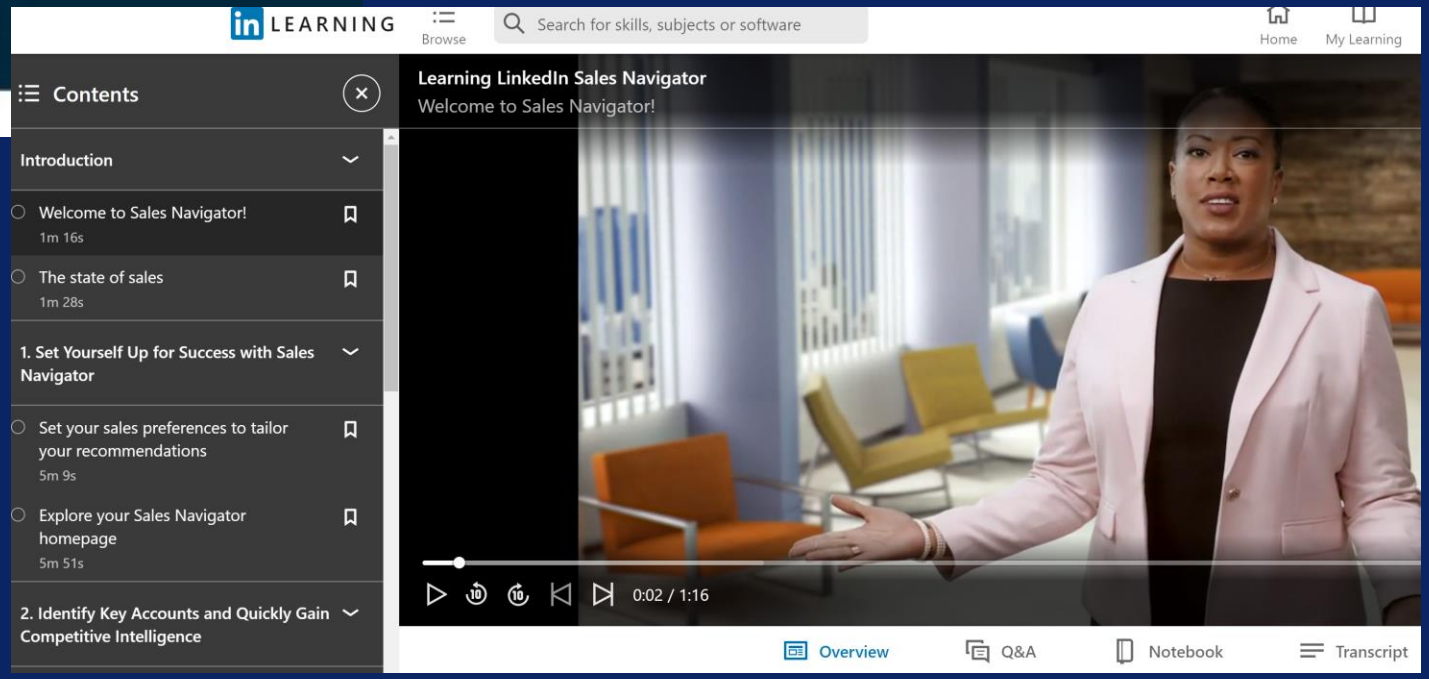
Identify high-value prospects

Know your prospect before you contact them

“Web Qualify” them

Study their Website
D&B Hoovers
Press Releases
General Internet Search
Social Media

Linkedin.com/
learning/topics/sales-navigator



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11 LinkedIn Sales Navigator Tips for Better Prospecting

1. Save leads and accounts that you want to monitor
2. Set alerts by type
3. Use filters to find more targeted leads
4. Save searches to save time
5. Use sales spotlights to narrow your search
6. Leave notes to remember important details
7. Perform a “bluebird” search
8. Find similar prospects
9. Apply Teamlink filter
10. Send InMail to leads
11. Optimize LinkedIn Profile

https://www.brainshark.com/ideas-blog/2017/september/11-linkedin-sales-navigator-tips-for-better-prospecting

BRAINSHARK

Prospecting and Preparation for Cybersecurity

Dark Web Scan to identify high-value prospects

“Web Qualify” them

- Study their Website
- D&B, Hoovers
- Press Releases
- General Internet Search

Know your prospect before you call them

Run a Dark Web Scan to Uncover High-Value Prospects

Account	Site Breached	Password	Date
123@company.com	very large credential dump	99eee77w	8/1/2016
123@company.com	Alleged AshleyMadison.com data breach	Uncracked PW:$2a$12$QD	8/18/2015
jane.do@company.com	LinkedIn credentials dumped	No Passwords Compromised	5/19/2016
a@company.com	Onliner Spambot email list	No Passwords Compromised	11/1/2017
abc@company.com	very large credential dump	october	8/1/2016
abc@company.com	Abobe Hack	Uncracked PW:XSIEMeeHF	11/11/2013
johndoe@company.com	LinkedIn credentials dumped	123451	5/19/2016
dave@company.com	MySpace credentials dump	abc123	6/1/2016
bob@company.com	LinkedIn credentials dumped	doebob	5/19/2016
bob@company.com	Abobe Hack	Uncracked PW:w1UutC0ul	11/11/2013
amyb@company.com	very large credential dump	dklaeos	8/1/2016
frank@company.com	internal.labase.org.txt solenya collection	ollee	3/15/2018
fred@company.com	Large credentials cache	fredb	3/11/2016
jdoe@company.com	very large credential dump	janed123	8/1/2016
johnsmith@company.com	Onliner Spambot email list	No Passwords Compromised	11/1/2017
jsmith@company.com	Onliner Spambot email list	No Passwords Compromised	11/1/2017
jsmith@company.com	Onliner Spambot email list	No Passwords Compromised	11/1/2017
jsmith@company.com	Evony games creds breach	123456	10/16/2017
amy@company.com	Onliner Spambot email list	No Passwords Compromised	11/1/2017
jdoe@company.com	LinkedIn credentials dumped	No Passwords Compromised	5/19/2016

Reach Out to High Value Prospects

SOCIAL MEDIA

DIRECT MAIL

EMAILS

PHONE CALLS

VOICEMAILS

LinkedIn Message

Connection Request:

Hi {{first_name}}, it's nice to virtually meet you.

I came across your profile and was hoping you might be someone that is curious about how well {{company}} would perform on a Dark Web Scan.

Let's connect, so I can send you a free custom report.

Accepted Connection Follow-Up:

Hi {{first_name}}, thank you for connecting with me.

As promised, here's a link to the custom report I ran that reveals {{company}} user credentials that are exposed and currently being sold on the Dark Web.

LINK

As a security-focused organization, we routinely run Dark Web searches to identify domains that may have experienced data breaches, which is one way we identify potential clients to help with our services.

Do you have a few minutes to chat today so I can walk you through the report and some simple steps you can take to address this urgent security risk?

Thanks again for connecting!

Direct Mail Letter

Dear Erick,

I'd like to introduce myself and bring your attention to confidential ErickSimpson.com data that is being made available on the Dark Web – the criminal side of the Internet.

My name is John Doe, and I represent Cyber 1, where we help organizations like yours secure and protect sensitive company and customer information.

As a security-focused organization, we routinely run Dark Web searches to identify organizations that may have experienced a data breach. This is one way we identify potential clients to help with our services.

During this process we found some breached accounts, as well as compromised passwords for ErickSimpson.com, and I wanted to provide you a report of our findings as quickly as possible, and discuss your options to address this critical, time-sensitive security issue.

Based on the information we obtained, I would put you in a high-risk category, as your information is already being marketed on the Dark Web.

Once you've had a chance to review the enclosed security breach analysis for ErickSimpson.com, please contact me at your very earliest opportunity at (800) 123-4567 or john@cyber1.com so that I can explain your risks and we can explore your available options to address them as quickly as possible.

I look forward to hearing from you soon.

Best regards,

Getting Your Letter Opened and Read

- Urgent Letter Envelope
- Direct Mail Letter
- Dark Web Scan Results Report

Account	Site Breached	Pass
123@company.com	very large credential dump	9
123@company.com	Alleged AshleyMadison.com data breach	Uncracked PW:$2
jane.do@company.com	LinkedIn credentials dumped	No Passwords Compr
a@company.com	Onliner Spambot email list	No Passwords Compr
abc@company.com	very large credential dump	oct
abc@company.com	Abobe Hack	Uncracked PW:XSIE
johndoe@company.com	LinkedIn credentials dumped	12
dave@company.com	MySpace credentials dump	ab
bob@company.com	LinkedIn credentials dumped	do
bob@company.com	Abobe Hack	Uncracked PW:w1
amyb@company.com	very large credential dump	dkl
frank@company.com	internal.labase.org.txt solenya collection	ol
fred@company.com	Large credentials cache	fre
jdoe@company.com	very large credential dump	jar
johnsmith@company.com	Onliner Spambot email list	No Passwords Co
jsmith@company.com	Onliner Spambot email list	No Passwords Co
jsmith@company.com	Onliner Spambot email list	No Passwords Co
jsmith@company.com	Evony games creds breach	12
amy@company.com	Onliner Spambot email list	No Passwords C
jdoe@company.com	LinkedIn credentials dumped	No Passwords C

[Contact FirstName] [Contact LastName]
[ContactCompany]
[ContactAddress]
[ContactCity], [ContactState], [ContactZip]

[Date]

Attachments: [ContactCompany] [ContactCompany Domain] Dark Web Scan Results

Dear [ContactFirstName];

I'd like to introduce myself and bring your attention to confidential [ContactCompanyName] data that is being made available on the Dark Web – the criminal side of the Internet.

My name is [YourFirstName] [YourLastName], and I represent [YourCompanyName], where we help organizations like yours secure and protect sensitive company and customer information.

As a security-focused organization, we routinely run Dark Web searches to identify organizations that may have experienced a data breach. This is one way we identify potential clients to help with our services.

During this process we found some breached accounts, as well as compromised passwords for [ContactCompanyName], and I wanted to provide you a report of our findings as quickly as possible, and discuss your options to address this critical, time-sensitive security issue.

Based on the information we obtained, I would put you in a high-risk category, as your information is already being marketed on the Dark Web.

Once you've had a chance to review the enclosed security breach analysis for [ContactCompany], please contact me at your very earliest opportunity at [YourPhoneNumber] or [YourEmailAddress] so that I can explain your risks and we can explore your available options to address them as quickly as possible.

I look forward to hearing from you soon.

Respectfully,

[YourFirstName] YourLastName]
YourCompany
YourTitle
YourEmailAddress
YourPhoneNumber
YourAddress
YourCity, YourState, YourZip
YourWebsiteAddress

Email Message

Subject: Data Breach Notification for ErickSimpson.com

Hi Erick,

As a security-focused organization, we routinely run dark web searches to identify companies that may have experienced a data breach, and found some breached accounts, as well as compromised passwords for ErickSimpson.com.

Because of the sensitive nature of this information, I'm prevented from sending it to you via unsecured email, so instead have sent it to you via Urgent Mail. When you receive it, please review the Cybersecurity Breach Report I've included which details some of the threats I wanted to make you aware of.

I'm available _____ for a quick chat to discuss what risks these findings expose you to, and steps you can take to minimize your liability.

Please reply to this email so that I know you received it and confirm your availability for a short dialog. I promise it will be worth your time.

Thank you,

John Doe

Follow Up Call

Hi Erick – this is John Doe from Cyber 1 following up on the Urgent Mail letter and security breach report I sent you a few days ago, did you receive it?

Great, can I ask for a few minutes of your time to go over our findings with you? I promise I will make it worth your while.

Thank you, as I mentioned in my letter, Cyber 1 regularly runs dark web searches to identify companies that may have been exposed to a data breach. This is one way we identify potential clients to help with our services.

Well, we did find some breached accounts, and compromised passwords for your company, as I documented in my report to you.

Based on the information we obtained, I would put you in a high-risk category, as your information is already being marketed on the Dark Web. Did you know that these types of credentials can be purchased by cybercriminals for as little as one dollar? I know it sounds crazy, but this is the world we live in today.

The good news is, we can help mitigate your immediate risks and long-term risks to help guard against this type of thing happening to you in the future. Would it be alright if I stopped by this week so that we can spend some dedicated time for me to get some more information from you and share some strategies?

IF THEY PUSH BACK AND WANT TO CONTINUE TO TALK ON THE PHONE

I understand you're busy, but it wouldn't be fair to you or me to try to tackle an issue as serious as this over the phone – I really need to meet with you in person. How does Wednesday sound for 30 minutes?

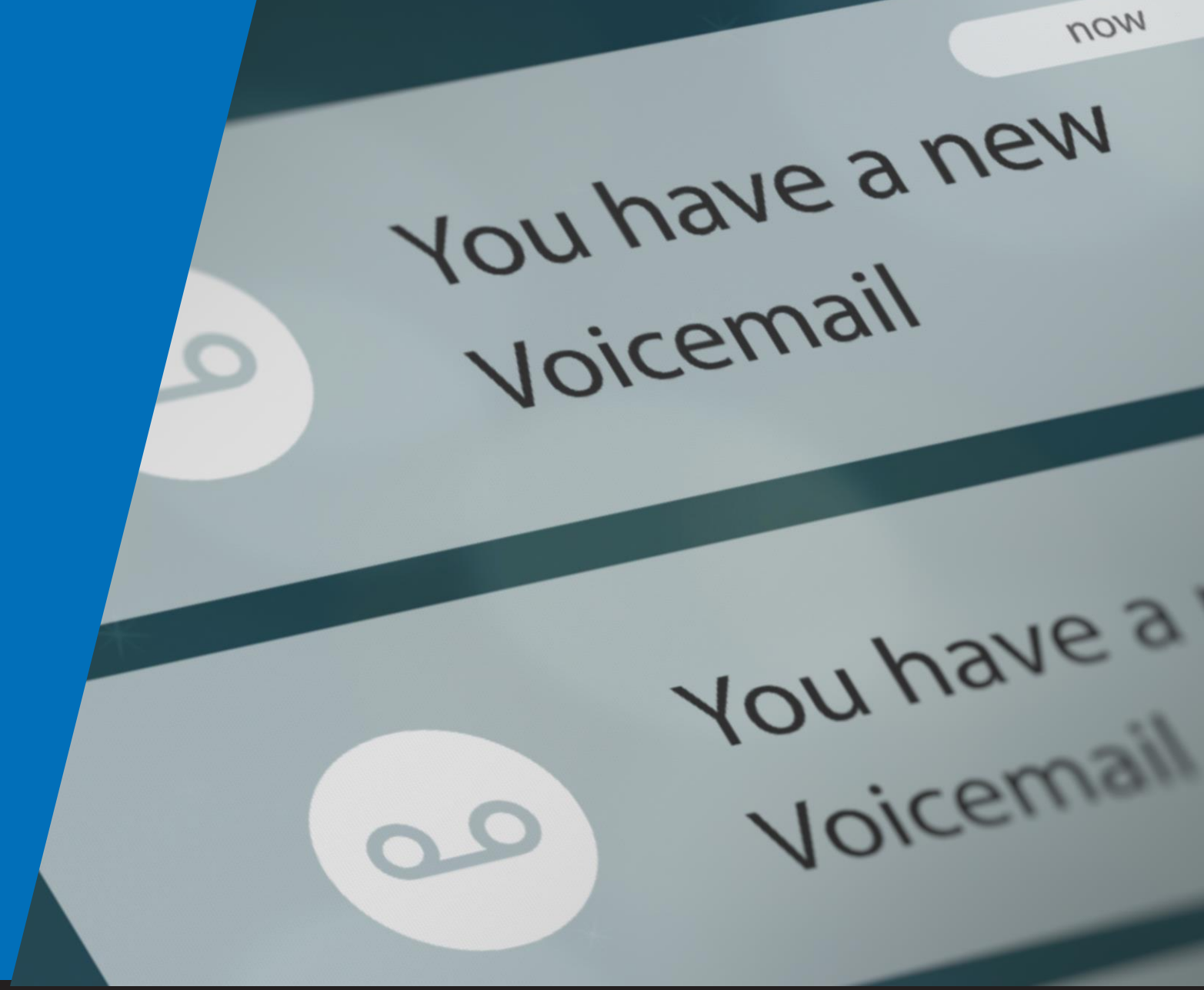
Voice Messages

Hi Erick – this is John from Cyber 1 following up on an email message and Data Security Breach Report I sent you a few days ago, to make sure you received it.

I have some additional sensitive information to share with you that cannot be left on a voicemail system for security purposes, so please return my call at (800) 123-4567.

Thanks, I hope to hear from you soon.

Best regards,
John



Effective Phone Techniques

- The “Accidental Transfer”
- The Ambiguous Message
- The Implied Referral

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Appointment Setting Process

Appointment Setting with Enthusiasm

- The Proper Sales Attitude:
- Tone is contagious
- Be confident
- Be motivated to dial

The Value of the Gatekeeper

The Gatekeeper Knows…

- If there is an I.T. person around
- Who the real decision makers are
- What to say to the decision maker to get an appointment

Make a friend…!

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The Follow Up Call

- This call should be warm
- You are confirming the contact received your collateral/assets
- Use “sales friendly” language
- Relax – it’s just a conversation!

The Appointment-Setting Attempt

- Set the appointment the appropriate way
- Set the expectation for a long-term relationship
- Prepare the prospect to be closed

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Let’s Role-Play!

The Proper Follow-Up

- If The Appointment Is Set
  - Send a “Thank You” Email with Appointment Confirmation
  - Send a “Thank You” Card with a wet signature
  - Call prospect to confirm appointment 24 hours after appointment is set and 24 hours before visit

The Proper Follow-Up

- If the Appointment is not set
- Classify the lead – Hot, Warm, Cold
- Don’t chase leads with more than 4 calls and 4 emails
- Decide which leads get which collateral distributed at the appropriate frequency

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