



Must-React Starter Kit

Achieving Cold-Calling Mastery

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1.1 Background

Report Summary

- ✓ Call-Center Selection Services
- ✓ Critical Competency Call-Center Checklist
- ✓ Performance Level Capabilities
- ✓ Call-Center Analytics
- ✓ Assessments: Operations, Management, Business Process, Talent, Financial Strength, Scalability, Technology Deployments
- ✓ Unique Industry Expertise

Report Background

Research indicates that professional sales people are not equipped for the hard task of cold-calling. Our analysts observed 3,640 cold-call presentations across 20 sales organizations. The results were sobering.

- Less than 1% callbacks from leaving message on target voice mail greetings
- Less than 1% conversion rate (meetings to dials)
- Inability to manage objections consistent with best practices
- Misappropriation of product-benefit and value-proposition language into the introductory messaging, cold-call presentation
- Virtually no understanding regarding the power of offering research-briefings as an enticement to meet, and displacing it with traditional introductory sales calls

The sad truth is that most teams are simply "winging" it. They are operating without a disciplined, proven methodology. Why invest in a large sales team without full equipping its team members for the task at hand?

The Must-React Starter Kit is a comprehensive resource for sales teams that are serious about building a sales pipeline through cold-calling mastery. When applied properly, *The Must-React Starter Kit* will help your sales team achieve excellence at intelligent, persuasive prospect dialog that assists with finding new business opportunities.

Nearly 100 pages of content, *The Must-React Starter Kit* will transform your sales organization into a prospecting machine. It is a comprehensive cold-calling and pipeline development system specifically designed to build your sales pipeline and provide a boost to revenue. By applying *The Must-React System* our students have experienced the following outcomes:

- Develops Cold-Calling Mastery for your Sales Team Members
- Replaces initial "Product-Oriented" Sales Calls with Analyst-Briefings and thereby Achieving Initial Meeting Mastery
- Replaces Product-Benefit and Value-Proposition Language with Language of Persuasion
- Increases Meetings with Target Buyers by 300 - 500%