

HOW TO BUILD A BIGGER BOOK OF BUSINESS

By Harnessing the Trigger Events That
TURN PROSPECTS INTO CUSTOMERS

Craig Elias
Founder & Chief Catalyst.



Timing



Selective Perception



Take Action



Craig Elias

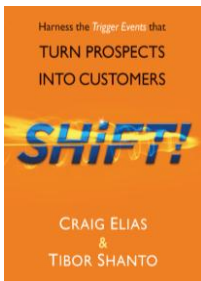
- Top sales performer
- Trigger Event Selling™
- \$1,000,000 prize
- Dow Jones' Top 50
- Fatherhood
- Dadpreneur
- Author



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The Book



Steven M.R. Covey

"... simple but profound truths that will help you leverage intent for immediate action and cut down the selling cycle, while creating lasting bonds with customers."

Keith Ferrazzi

"By combining the power of relationships with timing – what Elias and Shanto call "Trigger Events" – the authors present a powerful sales strategy..."

Ivan Misner

"Elias and Shanto have brought referrals into the 21st Century, showing you how to ... capitalize on the key moments that will bring you success in a busy, fast-paced world. This is a must read!"

Gerhard Gschwandtner

"This process is destined to expand the traditional division of the sales team into hunters and farmers by adding a new category: the trapper."

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Press Coverage

The New York Times

THE WALL STREET JOURNAL



NATIONAL POST



THE GLOBE AND MAIL

sales & marketing
management



CALGARY HERALD



NBC

PROFIT

BUSINESS 2.0

CALGARYINC

AlbertaVenture

Business
CALGARY

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Before We Get Started...

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Who are the
customers you
want?

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The Silver Bullet in Sales



Getting in front of the right person
at **EXACTLY *the right time!***

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Timing and Buying



Happy with Status Quo

Not Searching For Alternatives



Unhappy with Status Quo

Not Searching For Alternatives



Unhappy with Status Quo

Searching For Alternatives

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Window of Dissatisfaction™



Adam knows what he has does not meet his needs but he is *too busy* to start searching for alternatives

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Trigger Event Selling™



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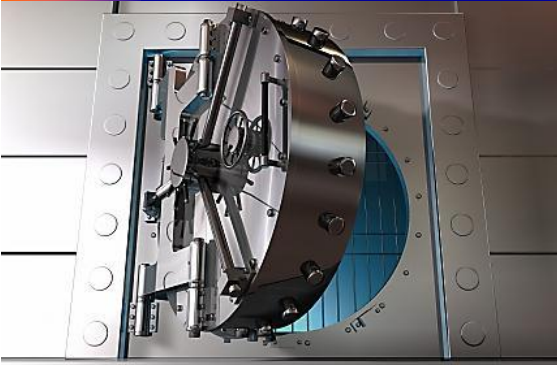
Event Vs. Circumstance?



A Trigger Event ...



A Trigger Event ...



Selective Perception



Selective Perception



Three Forms of Trigger Events



- Bad Experience
 - People, Product, Provider
- Change
 - People, Places, Priorities
- Awareness
 - Legal, Risk Avoidance, Economics

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The Domino Effect



Afford Trigger Events



- Financial Trigger Event
 - Increase in revenues, reduction in expenses, increase in available capital
- Time Trigger Event
 - More time to look at something or make it more of a priority to be looked at

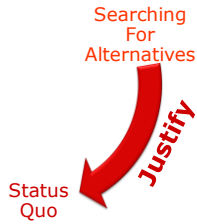
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Justify Trigger Events

Three ways decisions are typically justified:

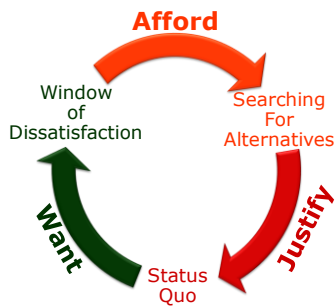
1. Legal
2. Risk avoidance
3. Economics



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The Buying Cycle



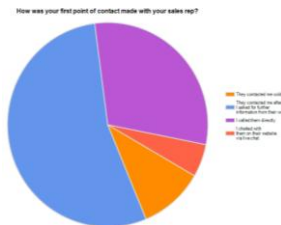
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The Opportunity

Get to those you want as customers,
when there is no competition

- **Less than 10%** were **contacted cold**
- **More than 80%** said they **initiated contacted**



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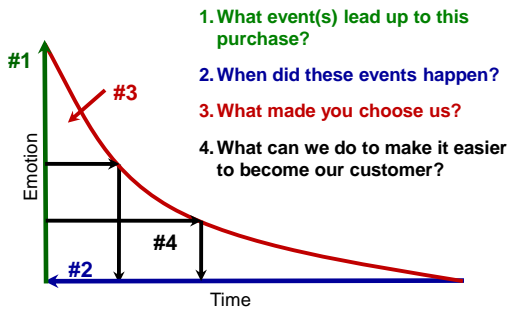
Won Sales Analysis™

What we see depends on what we look for

-John Lubbock



Won Sales Analysis™



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Won Sales Analysis™

Trigger Event Selling™			
Won Sales Analysis™ Worksheet			
Customer Name		Contact Date	
Customer Title			
TRIGGER EVENT 1. What event(s) led up to this purchase? 2. When did these events happen? 3. What made you choose us? 4. What can we do to make it easier to become our customer?			
CLASSIFY 1. How did you find out about this opportunity? 2. How did you qualify this opportunity? 3. How did you close this opportunity? 4. How did you win this opportunity?			
NOTES 1. What patterns in your customers and the conversion rates by type of Trigger Event and lead generation method?			

Every Time You Win a NEW CUSTOMER

- Ask the primary contact the questions in the first four grey areas documenting their responses in the lined areas provided in the top four sections
- Classify the opportunity using the check boxes and notes sections in the bottom half of the worksheet
- Search for patterns in your customers and the conversion rates by type of Trigger Event and lead generation method

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Summary

If you only remember three things about this session please remember:

1. Focus on the best customers
2. Harness Trigger Events
3. Conduct a Won Sales Analysis

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Objective #1



Objective #2



Objective #3



Taking Action

What is the **one thing** you will do differently from **today** forward?

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SHiFT!: Trigger Event Book



- TriggerBook.com
 - Download chapter 1: Window of Dissatisfaction™
- WonSalesAnalysis.com
 - Download Won Sales Analysis™ worksheet
- [Twitter.com/TriggerBuzz](https://twitter.com/TriggerBuzz)
 - First and Last Tuesday @ 7:00 Eastern

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First Call Effectiveness



<ul style="list-style-type: none"> • <i>No Trigger Event</i> • Not interested • Build a relationship 	<ul style="list-style-type: none"> • Recent <i>Want Trigger Event</i> • Looking in a few months • Create new Status Quo 	<ul style="list-style-type: none"> • Recent <i>Afford Trigger Event</i> • Currently looking • Become #1 alternative
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Sales 2.0 & Social Media Tools



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