MITECH PARTNERS, LLC

HOW TO GET OPPORTUNITIES

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mitech

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HOW TO GET OPPORTUNITIES

Referrals from our partners, current clients, and future clients are the best way that we can get new leads to grow the Mitech Partners, LLC brand. That can only go so far, though because as an organization, we need to actively search and generate new leads to close and increase our monthly recurring revenues (MRRs) as well as bAring new strong partners on board to become ambassadors for our brand. As of result, the goals and objectives of this training are as follows:

- Comprehend some of the many ways one can actively do to generate new leads for Mitech Partners, LLC and build your funnel
- Apply the process of generating new opportunities
- Executing follow-ups after initial conversations with the opportunities

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Funnels & Lead Generation Strategies

One of the most important strategies that new team members must here at the company is to build their opportunity funnel. Regardless of what position you are hired in for, ALL team members are required to sell as part of their duties per our founder Bill McCleskey. While most people think of funnels as a device to use to pour something material at the top and limit the output on the bottom, it is really a process that involves a lot of grinding day-to-day to get results that meet and exceed expectations.

For this training and applying the model below, we will review the first and second pieces of the funnel. Client sales and retention is provided in additional training documents that will be required to be reviewed prior to pursuing new and existing leads.

Phase 1 – Getting Traffic & Awareness

For those that have never done sales before, there is an assumption that you may hit the ground running and make a ton of deals in the first 90 days you're on the job. This is farther from the truth because it takes time, sweat, tears, and in some cases equity to get to the preconceived notion that business will be booming.

While one's results will vary from another, one thing is consistent – the amount of effort one puts into it. Here at Mitech Partners, LLC, we are passionate about sales because let's face it; we are a sales organization. All team members that are hired on have a passion to help our clients save money in the services we provide. That passion comes in many forms and through hard work, this passion will take the company to places never before dreamed of.

Enough of the shop talk though. How does one get to that point? Applying the philosophy of the M90x theory developed by our founder Bill McCleskey, it is likely that it will take at a minimum 90 days for a new team member to get ramped up to be successful in the company. Regardless if your role is in sales-specific or not, the learning curve is there and will always be there. Even with many years of experience, one will still need time to get use to our culture, values, and the way we do business

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Putting that aside, there are many ways to generate leads not only for oneself but for the company at large. When finding businesses and potential partners, one must be STRATEGIC in how they go about it. Here are some questions to ask oneself prior to thinking a person or firm would be a good fit for Mitech Partners, LLC:

- Does this person or company have an opportunity to benefit from the services we currently provide?
- With respect to business opportunities, do they have new locations that can benefit from our services?
- Focusing on companies again, have they had outages or inconsistent service with their current provider(s)?
- Does the business(es) prospected have dedicated IT sources?

To maximize the amount of time spent on generating new leads, questions like this will eliminate many fluffy leads that have little or no effect on the mission at hand. As ideas of new partners and clients come into one's head, these can be filtered out and the cream of the crop is what's left which would have better chances of being converted.

Now that you have the process down, where on Earth can you get new referrals? The whole wide world, of course. However, to be a bit more specific, it's anywhere people gather. While one is free to choose where to go to get leads, here are some of the best places based on research and personal experiences our founder executes on a weekly basis:

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- Business referral network meetings & group sessions (commonly held on a weekly basis)
- Business social outings (e.g. luncheons, dinners, social hours, etc.)
- Volunteering with local non-profit agencies
- Connecting with executive professionals and/or owners on LinkedIn or other professional networking platforms
- Other avenues where one feels they can obtain quality leads that can turn into opportunities

Realistically, new sales team members should get AT LEAST 15 new opportunities a week through this method outside of traditional methods we generate opportunities for the firm. Looking at the big picture, this can bring an additional 780 opportunities or more per person a year just doing this!

Phase 2 – Reaching Out & Touching Others – Process of Getting New Leads

Once you have opportunities, they need to be turned into leads. This is a critically important step of the process because leads are very unlikely to close on the first interaction. In truth, it may take numerous contacts to close a lead and convert them to a Mitech Partners, LLC client.

When contacting opportunities for the first time, it is important to take it as an information discovery exercise. Realistically, what should be done here is to till the soil and plant the seed so that the opportunity can grow successfully into a verifiable lead. To that, follow these simple and easy to digestible steps:

1. When calling, provide an upbeat and positive tone throughout the conversation.
2. Inquire for the person(s) that are contact points for the opportunity you are calling about. Remember the goal is to get their email address, number of phone lines, who the best contact person is (if not already known), and their current provider(s).
3. To get the appropriate information, state the following script verbatim:

   "Hello, this is <Your Name> with Mitech Partners here in Nashville. I was calling because I want to send over some information regarding new promos for phone and internet service for the area.

   What's a good email address I can send that to? Great and just so I send relevant information, how many phone lines do you all have? Thank you.

   Who should I address this information to? Ok, I'll get this information out to you shortly. Do you know who your current carrier is now?

   Thanks! I'll get this information out soon."

   To assist in call blitzes, information gathered must be entered into the Google Document titled F003 – Call Blitz Info Capture Form and then transfer all data at the conclusion of the blitz into the appropriate opportunities in back office. The form is in no way a substitute to documenting records in the back office and is only a supplemental tool. Writing down information on paper is NOT RECOMMENDED at this time.

Clients may give you some push back but the bottom line is stick to asking for info you want. You are not trying to sell on this initial call. Just gather information for your funnel or CRM. Allow the customer to be relieved that you want to get off the phone asap after you get this info. Be very casual. If they don't want to give you the info, FIDO (forget it and drive off).

When doing call blitzes and executing the plan, it is realistic that for every three (3) calls made, one would realistically have one (1) opportunity come about. It is highly unlikely and unrealistic to think that one will get an opportunity on every call made. Calls shouldn't take no more than a minute or two of your time as the information being asked is limited in nature.

Once the data is gathered and placed in the back office, quotes should be sent out to the clients as soon as possible. This should be done no more than two (2) business days after a call blitz. Realistically, it should be done immediately after the blitz has commenced. Clients should be given at least two (2) different options via email when quotes are provided unless there is only one (1) carrier in their area. This leads to the final phase of this training session: following up.

Phase 3 – Following Up on Opportunities & Leads

Before going deeper into the sales process, the third and final phase presented here is to follow up with the leads quotes were executed for and to keep it moving towards a closed sale. Often, persons that you talk to after a conversation was completed are likely to be forgotten. Thus, it is important to email back quotes to the clients as soon as possible and schedule a task in the back office to follow up with them NO MORE than one (1) or at most two (2) business days from the initial point of contact. The exception to this practice is if they request you to call them back at another time more convenient for them.

The following are suggestive scripts to utilize when doing callbacks to prospective clients of Mitech Partners, LLC. This is after a quote has been sent off and received by the client:

"Hello Mr./Ms. Customer,

I'm <Your Name> from Mitech Partners. I was calling and following up on the information I sent over a couple days ago. Did you all receive it?"

- *If the quote was not received, send it back and make a concrete time to follow up (e.g. Monday at 2:00pm).*
- *If the point of contact is not available, ask when a good time would be to contact them back?*
- *Document the interaction in the back office; thank them for their time; and move on to the next call.*

- *If they did receive the info, continue with the conversation.*

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"Great, what did you like about it? -or- How does it compare to what you have?"

- *During this part of the conversation, take notes on what is being provided and answer all questions to the best of the ability you have. When in doubt, be honest and let them know you don't have the answer but will get back to them within one (1) business day.*
- *Once receiving the information, continue the sales excellence process by going for the close on the sale*.*

- *Should they request more time to look over the quote, ask them if you can contact them two (2) business days from today's call to follow-up.*
- *Document the interaction in the back office; thank them for their time; and move on to the next call.*

(* Documentation comes later in the sales excellence process and is omitted from this part of the conversation)

"Excellent. The great thing about Mitech is that we have numerous carriers available to all of our clients regardless of location and we choose the best ones to fit you and your firm's needs."

<Call continues from this point forward>

When doing the follow-ups, there are many times you will run into opposition from a potential client. Here are some common rebuttals that have come up in the past and suggestive scripting to diffuse their concerns and keep the conversation moving. Note that rebuttals can come up AT ANY TIME during the conversation (even when trying to gather information):

"I' m already in a contract/carrier agreement..."

- *Response: "That's fine. Let me know when the contract is up and I'll follow up around that time."*
- *Action: Document the interaction in the back office; setup a follow-up to when you should contact them back; thank them for their time; and move on to the next call.*

"We' re happy with what we have..."

- *Response: "That's fine. I'm glad you're happy. What if I could save you money and give you local customer support? Would that make you even happier?"*
- *Action: Listen for a response and continue with the call.*

"I hate (carrier name)!"

- *Response: "Really? Did you know we represent more than 50 carriers and have several options available in your area (if applicable)? Let me send you another quote with a few more options. When can we talk again?"*

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- *Action: Document the interaction in the back office; create a secondary quote and send it to the customer immediately after the call was executed; setup a follow-up to when you should contact them back; thank them for their time; and move on to the next call.*

"I'm already working with someone…"

- *Response: "Are you working with someone local? If not, you should be. Someone in a call center in Philadelphia is not going to give you better service than I can do locally.*

  If you're working with someone local, have you signed an agreement yet? Let me send you info to send if we offer better pricing. Some promos we offer may fit you better.
- *Action: Listen for a response and continue with the call.*

"Why should I work with you when I can work directly with (carrier name)?"

- *Response: "That's a great question. Quite simply, I can present a non-biased option to you. Since I represent all of the carriers, it doesn't matter to me who you go with. A Comcast rep will only want you to choose Comcast. But that may not be the best option for you."*
- *Action: Listen for a response and continue with the call.*

In the event the client requests to be placed on a DO NOT CALL/CONTACT list, honor their request immediately, respect their wishes, thank them for their time & end the call, document their lead in the back office, and set the status to 'Junk.' This directive is mandatory in the event a situation like this were to occur. Financial penalties in the tens of thousands of dollars can result and disciplinary action up to and including termination of employment may result for team members purposefully calling back clients that have respectfully asked to be placed on this list.

Conclusion

Getting opportunities is a critical part of the way we do business on a day-to-day basis. Without additional opportunities, the inability to grow and maintain operations would exist very quickly. By taking the steps and measures here to properly grow a sales funnel in the early stages, one is not only setting up success for the company but themselves as well. Executing the strategy day in and day out is all part of the grit and grind that is expected here at the firm. Besides, #grithappens.

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