

# SalesGym Practice Guide

## Workshop #2 - Curiosity Generating Introductions

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### Overview

In our first workshop, we focused on using research-driven insights to position better open-ended questions. In our second workshop, we'll work on our ability to use insights early in the sales process where our main goal is to pique the right kind of curiosity that could lead to a longer conversation.

Every business relationship starts with an introduction and this is an excellent place to generate some curiosity and that all important, "tell me more" response that leads to more new selling opportunities. As in the first workshop, we'll use a new framework and practice our ability to tie in insights that lead into conversation stimulating questions.

### Curiosity Generating Introductions

Ideally, our introduction projects credibility but also piques curiosity. For most salespeople, there are four different situations where they need to introduce themselves.

- A casual social setting or low pressure networking event with a potential prospect
- Introducing yourself to a person you've recently been referred to (often on the phone)
- The first 60-seconds of a prospecting, new business development call when speaking to a prospect for the first time (usually at least some mild resistance is involved)
- Introductions to people in a meeting or conference call you've never met. This could be a first meeting, a follow-up meeting or even a client update meeting where new team members are on the phone or in the room.

This is one of those steps of the sales process where many salespeople just improvise and don't put much thought into it and that's a mistake. This is the art of the first impression and it matters a lot. Ideally, you want to position yourself as the kind of person that business leaders want to know and this takes intention and practice to make it happen, consistently, in all four situations described above.

### The Scenario

The scenario we'll be working with to practice a more dynamic introduction is:

#### Holiday Party



- This is a business-oriented holiday party you might have gone to recently.
- You've just gotten a drink and you're talking to a person you already know. A moment into the conversation another person approaches the two of you, and the person you are speaking with introduces both of you and walks away to get another drink.
- This person tells you he/she is the CFO of a local software development firm ... he/she tells you they have about 500 employees and are growing fast.
- He/she then asks you the question ... *"Tell me a little about yourself and the kind of work you do?"*

# The Process

The framework or process we'll practice is conversational, flexible and different from how most salespeople casually introduce themselves. The framework is:

## Introduction with a Curiosity Generating Insight



We'll practice this framework in the workshop and it's important to remember this is not a script and it's critical to insert your personality in a conversational way. The example in this guide and in the audio recording is provided as a demonstration, not as a rigid script you're expected to follow.

The expectation is, however, you'll use the practice worksheet to follow the 4-step framework in a way that is relevant to the scenario described above.

## Example of a Curiosity Generating Introduction

<b>1 Your name and role at OneDigital...</b>	My name is Bill Reynolds and I'm a Consultant at OneDigital.
<b>2 What you specialize in doing...</b>	One of the things I specialize in is helping our clients attract better talent, and in particular, millennials, by developing and executing a benefits strategy that supports their growth and talent acquisition strategy...
<b>3 One of the trends you're seeing (insight)...</b>	...for example, one of the key pieces of research we've identified that really applies to fast growing tech firms like yours is the hidden cost of benefit plans that aren't strategically lined up with what matters most to millennials and the fact that 72% of the workforce is at risk for voluntary attrition simply because status quo, traditional approaches to benefits just don't work as well as they used to and in some cases are driving away the types of employees they want to attract. As a result, a lot of fast growing companies we're working with are using a much better strategy with benefits to attract the people they really want. There's a lot of other really fascinating research we've got on finding and retaining top tech talent...but...
<b>4 Transition to an open-ended question</b>	...You guys probably employ a lot of millenials ... I'd love to hear what you're hearing about the role of benefits from millenials in your company and how that differs from other employees you have?

In the workshop, you'll practice introducing yourself to this same prospect. Remember, your goal is to project credibility, pique some curiosity and get the prospect talking about something relevant to your insight. Remember, the purpose of an introduction is to create a reaction where the person you're meeting is interested in hearing more and wants to get to know you.