



DISTRACTION **FREE** **SALES MOMENTUM**

The Secret Weapon of 2017

I JUST HAD ONE OF THE **BEST CALLS** IN THE LAST YEAR.

I had an immediate connection with a decision maker that resulted in a 45 minute conversation with an industry leader. I was calling to connect and ask for advice and it turned into an enterprise sales opportunity.

I didn't have to wait for a LinkedIn inMail.

I didn't get voicemail.

I didn't have to send an email.

I didn't have to call back 15 times to make a connection.

I was empowered with a
DIRECT DIAL PHONE NUMBER
and the feeling was *awesome!*



We've all had those calls when you stand up and you feel on
TOP OF THE WORLD.

In fact, have you noticed that after a great call, everything seems to go in your favor? It's because after a call like that, you have a better attitude.

This is a secret in sales that cannot be taught; it must be experienced. No sales trainer can give it to you. No pressure to make quota can create it. No amount of research and preparation can give it to you.

It must be experienced.

Here's the rub. Once you have experienced that amazing call, you can remember it. Once you can remember it, you can get your mind back into that emotional state.

WOW. I did not expect to talk psychology, but the fact is:

SALES REPS THAT CONTROL THEIR OWN **MENTAL CHEMISTRY** ARE BETTER THAN YOU.

Back to reality. How did this happen? How was it that I connected in one dial and had an amazing call? It was not random. I was able to leverage one of the greatest tools in modern sales. What is that?



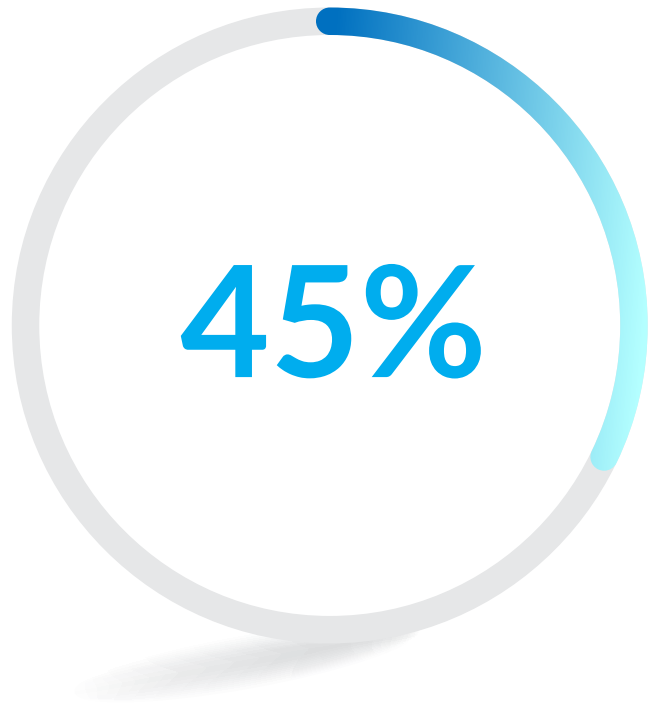
THE SECRET WEAPON IS THE **RIGHT DATA**

Vague? Can I be more specific? Absolutely.

I used RingLead's DMS Capture. Part of the data that received was, wait for it... **Direct Dial Phone numbers.**

You could actually stop reading now. Run out and get a trial of RingLead's DMS Capture tool.

BASED ON OUR RESEARCH:



RINGLEAD APPENDS **45%** DIRECT DIALS NUMBERS TO CONTACT DATA.

Now you know that it exists and you know you want it.
But how do you build a case for investing in direct dials?
Time to put the Data Scientist hat on.
Bring this information to your manager.
We know you are already convinced.



THE HISTORY OF THE LAST 15 YEARS:

First, ask yourself a question:

Reality Check

What percentage of voicemails do YOU delete immediately?

The most common answer when asked in a live webinar is about 2 out of 3. **Why?** Most voicemails are fishing. The person leaving the message is unsure if they have the right person, or the right number and they just don't sound good.

Having a direct dial number that you know is correct gives your outreach swagger. *Swagger is better than boring.*

The next thing about this:

If you are locked and loaded with Direct Dial phone numbers from RingLead, you may actually have time to read their social profile and engage about a mutual topic you enjoy. Those are great calls to have.

Sales leaders tell you to engage on social media, learn about your prospect and connect via email and phone. No sales rep will disagree. However, when you dive in and look at the metrics, the fact is this level of connection is NOT happening? Why? Both sales in the trenches and sales leadership agrees that it is important, so what is the problem?

Agree?

Think: Have you been more likely to return a call if someone has “done their homework” and displays a knowledge about you, your interests, your peers and your company?



THE PROBLEM IS THAT METRICS LIE

That's right. Metrics only tell truth if the data is perfect. No CRM data is perfect, so leadership will have a skewed reality of what they are asking the people in the trenches to do.



SO, HOW CAN WE WIN?

What happens is that the easier things to measure are looked at with more scrutiny. What is easiest to measure? The number of phone calls, number of emails, etc.

I recently got into an interesting discussion with RingLead CEO, Chris Hickey. Instead of the leading metrics, Chris puts more weight on trailing metrics. Every sales team does need to make a certain level of engagement via phone and email. But a trailing metric such as a client agreeing to schedule a follow up proposal call tells a good deal on the level of interest. Lesson: learn where you can from all areas.

THE BOTTOM LINE:

- Better data will bring great efficiency to your outreach process.
- Better data gives you back time in your day.



So how do you convince your team that better data, moreover, direct dials, is the way to go?

First ask them and your peers on your sales team this question:

Think

**Compared to 5 years ago, are you
spending more/less time off-
hours trying to catch up?
Technology, social medial,
unwanted communications, etc.**





We know the answer, but it may be more impactful if we look at the numbers taken from polls of sales reps over a 15 year period.

In this first chart, we have a sales day from 2003. It consisted of a self-reported average of an 8.5 hour day.



Fast forward to 2014, where the self-reported average sales day is 9.7 hours.

Today in 2017, the average, has surpassed 10 hours per day.



This is an interesting trend.

What happened to the Internet and freedom of data and LinkedIn making connecting with people easier?

What has happened is a push back due to unwanted communications.

Email spam. LinkedIn spam. Voicemail spam.

Personally I have over 18,000 connections on LinkedIn. If you are in a position of authority to buy, you get hammered by unqualified outreach. The end result, delete, mark as spam, ignore. If it's not personalized, it does not qualify. Personally, any email I get that is not personalized is deleted. In my LinkedIn profile, I explicitly tell people I will not accept invites that are not personalized. They must tell me why they want to connect. I have a hard rule and I won't even accept an invite from someone at my own company without personalization (*Hint here, guys*).

HERE IS A SUMMARY OF THE TRENDS FROM 2003-2017

- Less time planning
- Less time with clients, partners and colleagues
- Less free time
- More tech distractions
- More time to find significant business info
- More time scheduling
- 3X more time dealing with unwanted communications
- 1/2 the free/unscheduled time
- 2X more time after hours



WHAT IS THE ANSWER? The base of the pyramid is what? Quality of life. Agree?

- Spend time on **purposeful activities**.
- The right data will keep you **focused**.
- The right data will power your **emotional state**.
- The right data will help you kill it with results, **not activity**.
- Get the right data. We can help.
- [RINGLEAD.COM/CAPTURE](https://ringlead.com/capture)



The vision of data must be holistic in order to maximize efficiency from data processes. RingLead DMS delivers a modern SaaS platform that centralizes and standardizes the ten core principles required to power a seamless data platform.

To learn more about RingLead go to
<http://ringlead.com/contact> and see our web forms in action or
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ABOUT THE AUTHOR:

Donato Diorio is a strategic advisor to RingLead and was the Founder/CEO of Broadlook Technologies, a company acquired by RingLead in 2015. Donato is the Data Scientist in residence at RingLead and is excited to be working with CEO, Chris Hickey and Executive Chairman / Head of Product, Russ Artzt to deliver RingLead DMS: The all in one data management platform.

