

Pre Call Plan & Prospecting

LET'S GO FISHING!!!



FS SALES PROCESS



Pre-Call Plan

1. Pre-Call Plan Form
2. Perfect Samples
3. Dynamics Info



Building Rapport

1. Set the Agenda
2. Validate BO/BM
3. Validate Decision Maker & Process
4. +/- Bias (Cintas & Industry)
5. Cintro



Tour

- MEET PROCESS
1. Magnify
 2. Educate
 3. Explain
 4. Trial Close



Presentation

1. Tell/Show/Experience



Close

1. Ask for Business
2. Handle Objections (ECIR)
3. Referrals (Ask, Lead, Carrot)

BIG TUNA BINGO

- Break into groups - make new friends :)
- fill out your blank BINGO card with your perfect FS sample bag items



What's in your FS Sample Bag

mat ring or mat samples
sig sani manual dispenser
chip book / swatch ring
2x2 wellness mat
floor cleaner samples
paper samples in ziploc bags
air freshener
can liners
screens
clips

chemical reservoir
bib apron
terry towel
orange microfiber wiper
blue microfiber wiper
B&V soap base
B&V look book
2x3 logo mat
new wet mop
flat mop for pulse mop



PRE CALL PLAN

set up your tackle box and organize your boat

Pre Call Plan Form

- Notebook
- Pre Call Plan Form
- Site Eval Form

Perfect Samples

- FS bag
- Gatefold
- Industry specific
marketing

Dynamics Information

- Research DM
- Area references
- square footage
- competitor info

PROSPECTING

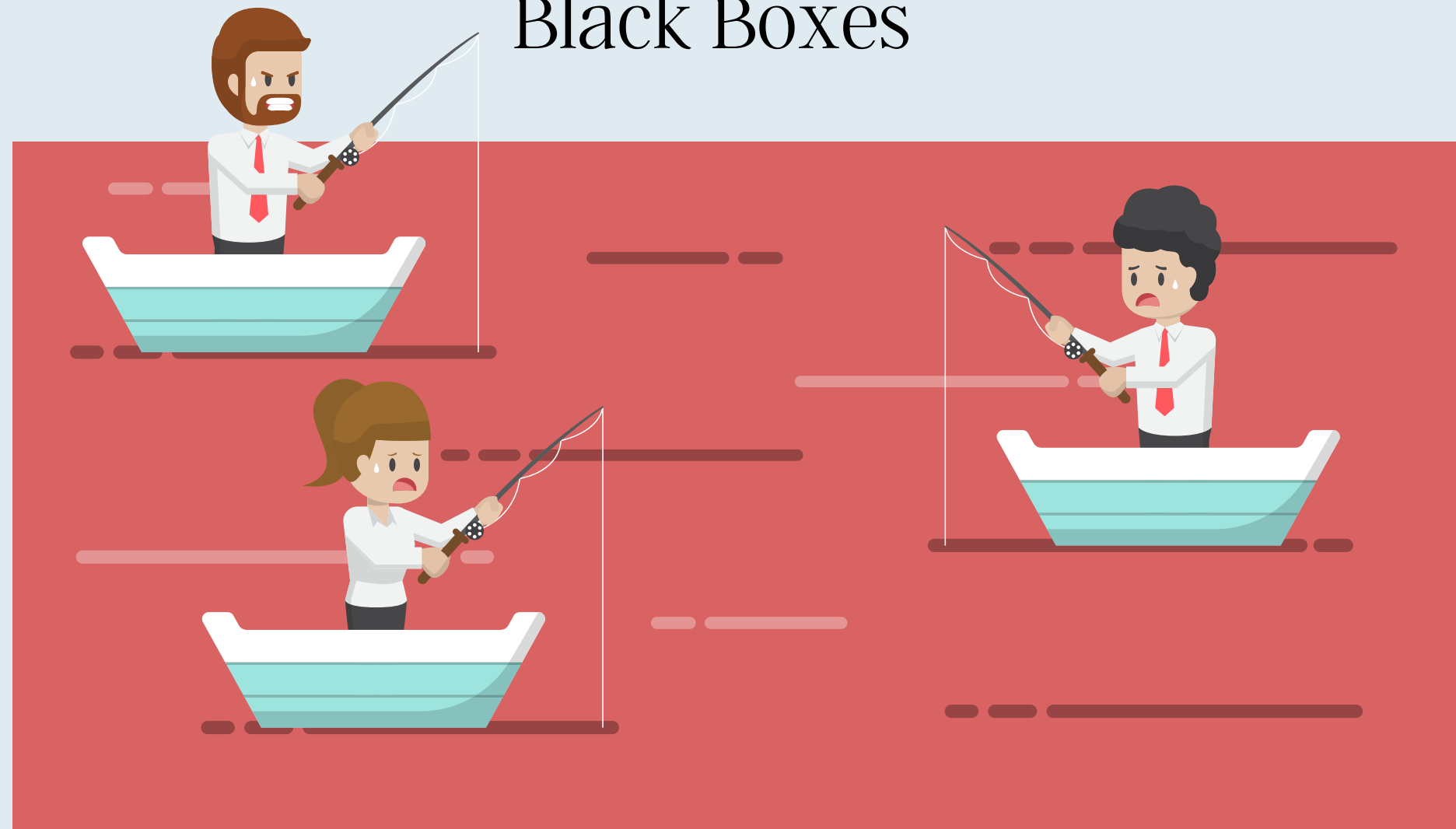
set your bait & cast a line

Zoom Info

Linkedin Navigator

Smart Links & Dynamics e-seeds

Black Boxes



use every lure in your tackle box!





Find your contacts
export into Dynamics





Connect
Send personalized message


Smart Links


**Food Processing Look Book**
Created on June 23


**Facility Solutions**
Created on May 10

**Chef Works Apparel**
Created on May 10

**Carhartt Workwear**
Created on July 28

**FRC - General Catalog**
Created on June 20

**Uniform General Look Book**
Created on July 19

**FRC - Molten Metal**
Created on June 20

es Hub

Show ChartAppointmentDeleteRefreshExport to ExcelCreate viewShow As

My Sent Emails

Edit columnsEdit filters

DueAll

	To	Subject	Date Sent	Regarding	Account	Contact	Open Co...	
	DR	Diane Rudc	Carhartt Workwear - Cintas Appoi...	7/28/202...	Friday Carhartt Workwear	Farview Farm Llc	Diane Ruddell	1
	JB	Jimmy Bow	Carhartt Workwear - Cintas Appoi...	7/28/202...	Friday Carhartt Workwear	Bowen Farms	Jimmy Bowen	1
	RW	Rodney Wri	Carhartt Workwear - Cintas Appoi...	7/28/202...	Friday Carhartt Workwear	Backyard Bison	Rodney Wieder	
	DD	Dan Dietz	Carhartt Workwear - Cintas Appoi...	7/28/202...	Friday Carhartt Workwear	Americas Grow A Row	Dan Dietz	2
	JC	Jeremy Cor	Carhartt Workwear - Cintas Appoi...	7/28/202...	Friday Carhartt Workwear	Americas Grow A Row	Jeremy Compton	
	CP	Chip Paillex	Carhartt Workwear - Cintas Appoi...	7/28/202...	Friday Carhartt Workwear	Americas Grow A Row	Chip Paillex	3
	JN	Jan Nielsen	Carhartt Workwear - Cintas Appoi...	7/28/202...	Friday Carhartt Workwear	Garden State Growers	Jan Nielsen	1
	KP	Katherine P	Carhartt Workwear - Cintas Appoi...	7/28/202...	Friday Carhartt Workwear	Garden State Growers	Katherine Primo	1
	SD	Steve Demi	Carhartt Workwear - Cintas Appoi...	7/28/202...	Friday Carhartt Workwear	Garden State Growers	Steve Deming	1
	RH	Roy Hollan	Carhartt Workwear - Cintas Appoi...	7/28/202...	Friday Carhartt Workwear	Garden State Growers	Roy Hollander	
	DH	David den I	Carhartt Workwear - Cintas Appoi...	7/28/202...	Friday Carhartt Workwear	Garden State Growers	David den Hollander	1
	JC	John Cifelli	Carhartt Workwear - Cintas Appoi...	7/28/202...	Friday Carhartt Workwear	Unionville Vineyards	John Cifelli	

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DueAll

	To	Subject	Date Sent	Regarding	Account	Contact	Open Co...		
	WA	Wendy Anc	FRC Employee Protection	6/23/202...	Friday FRC	Abec Inc	Wendy Anderson	30	
	DK	Deborah Kr	FRC Employee Protection	6/23/202...	Friday FRC	Freshpet	Deborah Kravatz		
	MAW	Michael Wc	FRC Employee Protection	6/23/202...	Friday FRC	Freshpet	Michael Worth		
	TY	Taylor Yeag	FRC Employee Protection	6/23/202...	Friday FRC	Freshpet	Taylor Yeagle		
	FV	Frank Varar	FRC Employee Protection	6/23/202...	Friday FRC	Stuffed Puffs	Frank Varano	1	
	SI	Siobhan Joi	FRC Employee Protection	6/23/202...	Friday FRC	Stuffed Puffs	Siobhan Jones	1	
						Specialty Minerals Inc	Ralph Romsper		
						- machinery	Lehigh Heavy Forge Corp	Jason Miller	1
						- machinery	Wilsey Tool Co Inc	Rick Hujcs	1
							FMI	Victoria Kauffman	
						s	Neighborhood Health Ce...	Melissa Miranda	9
						s	Pedia Manor	Sumit Singh	

WIIFM

"What's in it for me?"

Sustained Success

$$S2 = np \times aas \times cr$$



1 additional store front a week at \$163 awv I would have increased my volume from \$13,5k to \$22k

1 extra store front a month at \$163 I would have made the PC cut

PROSPECTING GROUP ACTIVITY

- Pick FS industries
- Break out groups
- Draft a message designed for your industry
- Keep it short, sweet, and be authentic!
- Pick a group member to role play your message for the room
- Vote as a room on a winner



PRO LEVEL MOVE

- even a "not right now" can get you to a referral in that area
- like a school of fish...accounts come in packs so don't forget to fish the area while you're there

