**CQPC© and Other Selling Resources for Companies**

**Step 1. CONNECT**: Introduce yourself and find something in common to talk about. Fundamentally, connection is about building rapport, breaking the ice, finding common ground, and getting in the door.

When good connection happens there is a comfort level for the buyer and the seller. SO you (seller) get comfortable BEFORE you go in the door. Remember, you are there to HELP not sell. Great selling is all about helping others. If you can’t help, or if this candidate isn’t a good fit, no worries; you’ll move on to the next one!

**Step 2. QUALIFY:** Curiosity-Being interested instead of interesting FIRST will win sales all day long. So many sales people want to “pitch” their product first. It feels like you only have a second to get your “pitch” in so a typical seller will JUMP to the “pitch”. While this can be effective at times- if you will CONNECT & then QUALIFY first, I promise you will sell more to more prospects, more often! So here is a list a good qualifying questions when it comes to selling to Companies:

1. Hi I’m Beth from the TrainerTainment Entertainment Center down t hestreet and I’m wondering who I need to talk to about Company Parties or Team Building Events?
2. Who in your organization typically books off site meetings or group events…is it?
   1. The HR Director □
   2. Your Owner □
   3. Individual Managers □
3. How often do you have these types of events? Examples could include: Team Building, Employee Picnics, Holiday Parties, Off-Site Quarterly Meetings?
4. How do you decide where to go?
5. What have they done in the past? What did you like most/least about that event?
6. How important is a **Team Building** **Component** in making the decision about where to go?
7. What Company Events are being considered for this year (next year)? FIND out if you have competition.
8. Who else helps you with these types of decisions? (you want to make sure you are dealing with the decision maker)
9. How do you decide what to spend on an event like this?

This list is not exhaustive but is an excellent start. You need to have a couple of **objectives.**

**Objective number one** is to get the first 2 questions answered and, with any luck, you would get to speak with the decision maker. Each of the following questions (c-h) can be addressed with the gate keeper however; the gate keeper may, or may not know the answers. If not, you would move on to **Objective number two** and schedule an appointment with the decision maker once you know who that is after asking questions a. and b.

**3. PRESENT-** So often, a sales person is tempted to run into an organization and just start “Pitching” their product. Great presentation is based on first connecting and then qualifying the “NEEDS” of a potential customer. When you find out what someone needs, then you can focus on what’s important to them rather than a “canned” presentation that is usually focused on what you think is important.

**4. Close-**  Ask for the business… “Ms. Business Owner” based on everything you’ve seen about holding a Company Party at The TrainerTainment Family Fun Center, what do you like best about the idea of holding this kind of event for your employees”? “I’d love to hold a date for you this (month, quarter, year) and I can book that for you now with a 50% deposit. Do I need to invoice you for that deposit or would you like to put it on a credit card?

**WHAT IF**

**I can’t even get past the gate keeper because of security?**

Get creative. Do you know someone who works for this company? Can you use other resources like Linked-In so that you go in asking to speak to someone rather than having to find out who books events? Make a phone call prior to dropping by the company and ask to set up a 10 minute appointment to talk with someone about how they make decisions regarding Company Parties and Off Site Events.

**The person at the front desk does not know who books Company Parties?**

ALWAYS start with a little research. Most companies have the staff listed on their website. When you go in with some advance knowledge it will give you some comfort and credibility with whomever you speak with first.

**TOP TIP: Ask to speak to someone in Sales…** Any company will let you speak to someone in sales. Any sales person knows about company parties and events. If the company has had events the sales team has been involved.

**They tell me individual managers do their own thing and that speaking to HR would not be helpful?**

Gather as many details about which manager is most likely to book these types of employee events. Also find out any specifics if possible. Again, when you can go in with some confidence and understanding of how the system works you may save yourself several steps. I also believe that having a center-wide event for managers and business owners to introduce your program to a group, and to entertain them, is a very effective way to book company parties (PLEASE refer to the **OUTSIDE IN** selling method)

**I don’t know what companies to start with?**

This is easy… Start with the businesses that are within a 5 mile radius of your facility. And once you’ve connected, qualified, presented, and closed every one of those companies, you can then begin to widen that ring. Remember one of the great rules of selling is to DECIDE who you want to do business with and sell to them. Work from a **TOP LEAD LIST** as all times.

**They don’t have any money to do Company Parties?**

If lack of funds prohibits a company from doing employee events you may want to consider talking about employee type incentive programs. Maybe you want to partner with this business and create a program that allows employees from a particular company to come into your center M-F at a special rate.

I’m sure there are many more what if questions with great answers. I promise, we don’t know everything. I invite you to join our Facebook page and let’s keep this conversation going.

**See the next page for custom (cut and paste email script)**

**Custom Email Script for Business Owners or Managers:**

**SUBJECT LINE: An Open Letter to BEST BOSS in town**

Hello (Insert Name),

Thank you for taking 2 minutes to check out how (insert your fun center’s name here) can help you and your employees improve moral, provide recognition or rewards, team build, or just have a fun day/night out with your team.

We know that all work and no play can create a tough work environment! We at, (insert your fun center’s name here) are committed to helping you improve productivity by inserting a little fun into that everyday work day.

We hope you’ll allow us to help you be BOSS of the month by bringing your employees for one of the BEST off site events they’ve ever had. Check out the details by clicking this link and then email me at (insert your email here) or call me right away at (insert your phone number).

Looking forward to hearing from you,

Beth Standlee

Company Event Coordinator

TrainerTainment Family Funcenter

[www.trainertainment.net](http://www.trainertainment.net)

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