

The Secret Sauce TOP Sales Coaches Use



THE UGLY TRUTH!

Why Most Sales Coaches Will
**NEVER Win Back Their
Lost Prospects...**



*...with
**THE Bankable Strategy
to WIN Them Back***

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Why You Should Read This

If you're like most sales trainers, you reluctantly requested a copy of this e-book. You're probably moderately to hugely successful (successful people seek out new ideas), but because you're busy you may feel there's nothing a digital marketer could teach you about winning back your lost prospects.

Fortunately you're curious enough to explore new ideas that will ultimately serve your clients better.

That's exactly what I'll be sharing with you - how to win back even your most ideal clients who either chose not to engage initially, or who utilized your services but ended the relationship before they were able to achieve your true promise to them. Not because you didn't care, but **because you didn't know**.

Here's the Beef



Let's get right to it. The ugly truth regarding "Why most professional sales coaches will never win their lost prospects or clients back" is because **they don't teach their clients how to dominate their local markets**. Placing your clients before local prospects seeking solutions to the problems they solve has recently become

one of the simplest tasks in digital marketing history.

Clients who lack the skills/systems you teach, and who have a continuous stream of local prospects aggressively seeking the solutions they provide, are an open invitation for your on-going engagement. Assisting them in dominating their local market is not only achievable, but extremely cost effective even with relatively small average transaction sizes. Keep reading to learn how.

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But first let's cover why sales trainers/coaches most often lose clients.

Prospecting by the Numbers

Sales teams/professionals often struggle with pursuing unqualified leads, missing their sales goals and the ability to capitalize on true opportunities. Sound familiar?

- 55% of salespeople lack basic sales skills ([source](#)).
- Only 39% of a sales rep's time is spent selling or interacting with prospects and customers ([source](#)).
- Only 60% of sales reps meet quota ([source](#)).
- 79% of sales executives say a leading driver of hitting new targets is improving the productivity of existing sales reps ([source](#)).



Sales leaders are turning to coaching as a solution, but most sales managers and leaders:

- Don't have time to coach.
- Don't have a clear understanding of what sales coaches are supposed to do.
- Don't have access to the tools and resources to get the most from coaching.
- Don't consistently have coaching conversations.
- Can't lead a great coaching conversation.

So they turn externally to you and your colleagues in the industry (expected to gross over \$20 billion this year).

- ***Every dollar invested in sales training returned \$29 in incremental revenues!*** ([source](#)).
- The best sales training will improve the performance of an individual on average by 20% ([source](#)).
- Firms where salespeople use the company's methodology and get consistent coaching see 73% quota attainment ([source](#)).

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What Sales Coaches Typically Do



The best, highest performing Sales Coaches, fill the following roles in the sales coaching process ([source](#)).

1. Define: Sales Coaches help sellers define goals and strategies that will tap into their purpose and lead to maximized sales energy, focus, and engagement.

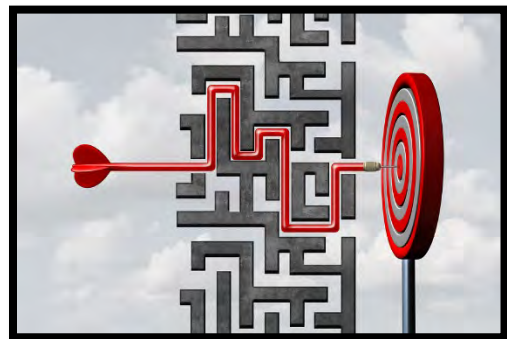
Defining the right goals and strategies is crucial for seller success. If sellers feel a strong enough desire to accomplish the goals, purpose will drive them forward to reach their full potential.

When a sales coach is able to pinpoint a seller's motivation, the Coachee becomes dedicated to action plans, perseveres in the face of obstacles, and takes ownership over achieving goals.

2. Execute: Sales Coaches help sellers develop habits that will allow them to reach their goals, get the most from their time, and they help sellers maintain current, written, and public action plans.

Developing and changing habits sometimes feels like it requires superhuman effort. This is one reason sales coaches meet frequently and regularly with sellers. The more sellers know their behavior is being observed, the more likely they will be to stay on task.

Sales coaches also help sellers draw connections between actions and goals in focused action plans. These action plans define both what sellers will and won't do, allowing sellers to use their time most effectively and achieve the best results.



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- 3. Advise:** Sales Coaches provide guidance by asking sellers exploratory questions and allowing them to find their own answers. But they also know when to offer direct advice about specific opportunities.



In this respect, sales coaching differs from other types of coaching. Direct, immediate advice is acceptable and, in some situations, necessary.

Delivering the advice the right way is the trick. Depending on the seller's level of expertise, a coach must determine whether to be more directive ("Do this") or facilitative ("Let's work out next steps together"). The less experienced the seller, the more directive advice helps. The more experienced the seller, the more a facilitated approach works well.

- 4. Develop:** Sales Coaches assess sellers' needs for skill, knowledge, and attribute development, and encourage "seller ownership" of their own development potential.

When coaches help sellers understand the current state of their capabilities and their possible "New Reality" (where they would be if they reached their potential), developmental gaps often become obvious. In these cases, coaches are able to recommend additional training and/or help build development plans.

And while sales coaching often focuses on immediate sales effectiveness, it's important to remember that change does not happen overnight. Success takes effort and development over the long haul.

- 5. Motivate:** Sales coaches understand the underlying motivators of each individual seller and take action to maximize them.

Some sales leaders believe that a quota and compensation plan are enough to motivate their sellers, but that's simply not true. People are motivated by all

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number of factors (not always money!), and it's the sales coach's job to determine what that is from seller to seller.

When operating at sustained peak motivation, Coachees challenge themselves to achieve. They bear down and focus on their sales efforts and results. With motivation support from a good coach, a seller is able to sustain high levels of energy and action over longer periods of time.

What Sales Coaches Intentionally Leave Out

Remember, the author of the above content is telling you, me and the rest of the business community that their Sales Coach will NOT help them generate leads. Few Sales Trainers have the skills, experience or expertise to guide even their best clients through the process of creating an endless supply of inbound leads ready to hand over their cash.



Those that have some experience generating inbound leads quickly find themselves in a preverbal catch-22. Focus on their core strength to assist the sales organization convert leads, or spend time on the dark side helping the marketing staff/agency generate leads for the sales team to covert.

No need for you to try to play both sides of the street. Stick to the sales team where you're welcome and appreciated and partner with a marketing agency that specializes in generating inbound leads for your new world class sales professionals to convert.

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Some Digital Marketing History

In August 2015 Google made a major change to the way it displayed businesses. Prior to this date, Google had what was known as the “Google 7-Pack.” This was a box of the top businesses that were customized to the queries entered by users. The businesses in the 7-Pack were local and displayed basic information.

In 2015 Google began placing more emphasis on mobility, considering that the majority of users were searching through handheld mobile devices. It was a great move but, there was a problem.

The 7-Pack results didn’t display properly on mobile devices - a problem for which Google had started penalizing business owners and webmasters. So, the change was made and Google’s 3-Pack was born.

What’s This About a 3-Pack?

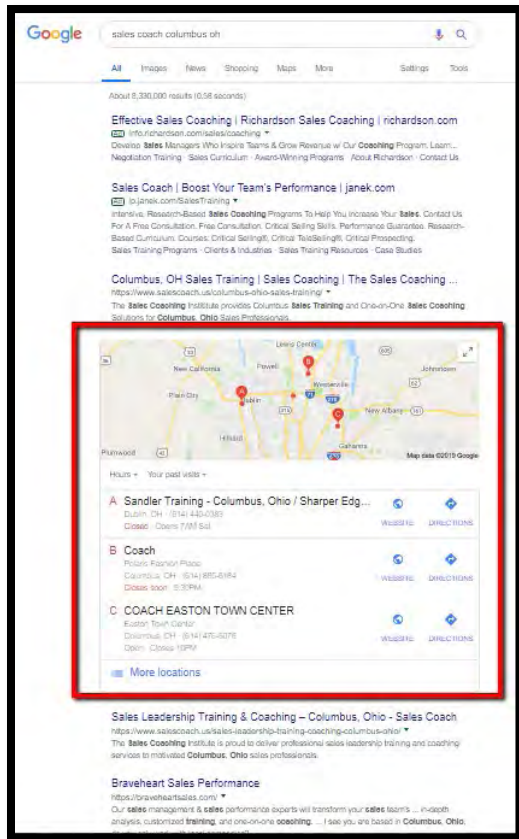
Google is all about giving people relevant search results that answers their query. It’s the only way to keep people coming back. The 3-Pack is one way they do this and it’s specifically tailored to users that have local intent, meaning they’re searching for something local. Without the 3-Pack, it would be difficult for customers to find something in the neighborhood they’re currently in. So, Google has encouraged business owners and marketers to go local in everything they do, and one of the main focuses is on the 3-Pack.

How does Google do this? By recognizing local terms. Clearly, street names or names of cities, but Google also considers terms like “find” and “near me”. Lastly, any business category or term normally associated with small business is also considered local intent. These are terms such as “plumber, realtor, or dentist.”

Once Google understands that a user has local intent, they place a group of businesses into the 3-Pack. The 3-Pack is displayed at the very top of the first page of search result pages. The only results above the 3-Pack are paid advertisements.

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Below the 3-Pack sit all the results that ranked organically, that is, through optimization alone and not paid ads.

In addition to listing the name of the business and the street it's on, the 3-Pack also displays business reviews, images, business hours, and whether a business is currently open or closed.

It's important to remember that those top three spots are in rotation based on the user's physical location. When two users are even just a few miles away from each other, those results will change depending on the location of the user. That means that the 3-Pack could potentially allow even more businesses to enjoy increased exposure.

How the 3-Pack Can Transform Your Client's Lead Generation

Getting your business listed in the 3-Pack will obviously give your business more exposure. Often in marketing, it's hard to quantify just how much exposure your business will get. That's not the case with the 3-Pack, though. Consider these stats:

- The first, second, and third results in the 3-Pack receive 24.28%, 13.81% and 9.5% of all clicks, respectively ([source](#)).
- The 3-Pack appears in the top spot 93% of the time a local search is conducted ([source](#))
- 50% of customers that performed a local search on a mobile device visited that store with a day and 18% of those visits resulted in a purchase ([source](#)).

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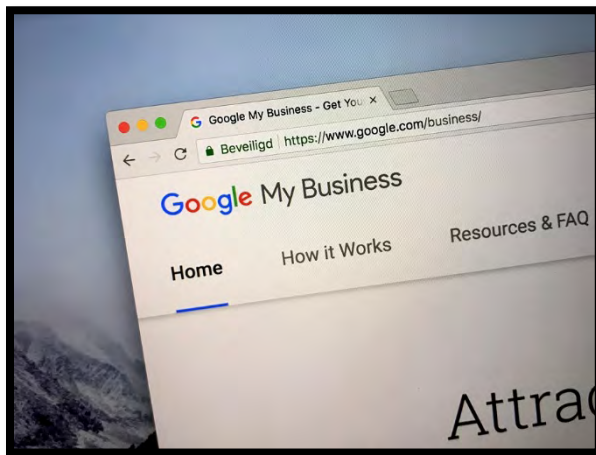
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See how beneficial placing your clients in the Google 3-Pack is for their (and your) business? With so many customers outright now searching for help on their mobile phone, the best way to help them find it is by ranking in Google's 3-Pack. This will increase foot traffic, something all local businesses rely on, bring in new customers, and boost a business's bottom line.

Now, how do you help your client's get listed in the Google 3-Pack?

You should resist the urge to become an expert on the material provided below. Google is changing the rules of the 3-Pack game DAILY! I hope you'll leave the marketing to the digital marketing professionals and focus on helping your client's sales team WIN.

The Sales Coach's Google 3-Pack Primer (It's All You Need)



Ranking in the Google 3-Pack all starts with a Google My Business (GMB) listing. Getting listed on Google My Business is free and, unlike what many business owners think, it does not replace having your own website. In fact, not having a website could greatly hurt your chances of ranking in the 3-Pack.

The GMB Listing complements a business' website by showing the business in Google Search, namely in the 3-Pack, and on Google Maps, which is displayed along with the listing. To start creating a listing, or see if your business already appears in GMB, visit: <https://www.google.com/business>.

Once your client's have a GMB listing (psst, you should have one for YOUR business as well), they can begin to optimize it. Google chooses the best three businesses to display in the 3-Pack based largely on these listings. Business owners that have ensured their listing is optimized are more likely to get the visibility they desire.

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Adding Rocket Fuel to Your Client's Inbound Marketing

Optimizing a GMB listing so a business can rank higher in the search results requires the completion of a few tasks. While not difficult, it can be time-consuming. Many business owners opt to hire a marketing consultant (do you have a partner to which you refer?) to ensure the



business listing is fully optimized, and to save themselves a bit of time. Here's a quick summary of the tasks. *This is NOT a complete or comprehensive list.*

1. Complete the Listing

The local search results in the 3-Pack are Google search results. Just like any other results, Google wants to ensure they're delivering results to users that are relevant and helpful. When a listing is incomplete with scant information, Google doesn't think it will be helpful to users and so, it won't rank in the 3-Pack.

2. Add Photos

Photos are included in GMB to authenticate a business and entice even more customers to visit. Businesses that have at least one photo on their listing get 42 percent more requests for driving directions on Google Maps. They also have a click-through rate to their website 35 percent higher than businesses that don't have photos within their listing.

3. Review/Reviews/Reviews

One of the best features of a GMB listing is that customers are able to leave reviews. Positive reviews of course, are going to have the most positive effect on a GMB listing. These will also have the greatest effect on new customers that are searching for a business and read the good things people have to

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say. When Google sees that a business has many positive reviews, it's going to rank it higher in the 3-Pack.

Still don't understand just how important reviews are? Consider these stats.

- Listings in the 3-Pack have approximately 472% more reviews than listings not in the 3-Pack.
- 63% of the time, the 3-Pack contains the listings with the most reviews.
- Listings in the 3-Pack have, on average, 7.62 reviews while those not in the pack have an average of 1.61 reviews.

It's important to respond to as many reviews as possible, and certainly to all negative reviews. Tell a customer you're sorry they didn't have a good experience and, if possible, offer something that can help fix their problem. This can help save the relationship, and impress others that see the review that you care enough to reach out to customers. Be sure though, to also regularly respond to positive reviews. People want to know you care about them when they were kind, too!

If your client's are just starting out with GMB and haven't received any reviews, don't worry. A good digital marketing agency can help create a process to quickly get positive reviews for their listing.

4. Choose Local Over Toll Free

Toll-free numbers in a local directory don't really make much sense, do they? After all, anyone from anywhere in the country or even the world could call a toll-free number, and why would someone local need to? This is exactly what Google thinks. Google places a preference on businesses that have local numbers in their GMB listing because it's a local service. When toll-free numbers are used, they aren't likely to rank as well.

Some business owners that want local traffic, but also want to reach a little further out of their community, think its bad news that they shouldn't

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include a toll-free number. But not to worry. Google also gives the option of placing a second phone number next to the main one.

This is about as much as most busy professionals are able to digest.

There's a WHOLE LOT more to optimizing a Google My Business Listing, preparing a website to receive the traffic from the listing and getting the listing viewed by local prospects. If you'd like some help, partner with a digital marketing firm, preferably one that specializes in local visibility.

How to Retain Your Clients FOREVER!



I've shared with you how through partnering with an Inbound Digital Marketing Agency that specializes in providing increased local visibility in the Google 3-Pack, you'll be able to retain your best clients FOR EVER, because:

84% of all sales training is lost after 90 days. This is primarily due to the lack of information retention among sales personnel ([source](#)).

They're providing for your continuous involvement, IF they're generating sufficient inbound leads to keep you!

How to Win Back Prospects That Never Became Clients

When partnering with sales coaching professionals, many tell us the #1 reason their services were rejected or delayed was because the prospect didn't have enough leads in the funnel to warrant the investment in their expertise (poor cash flow). Few are successful at convincing them that use of their services will generate the

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additional revenue to pay for those services because the prospect knows a secret they're not sharing.

HERE'S THEIR SECRET: Few businesses have a reliable system for generating pre-qualified inbound leads and are reluctant to engage a sales coach until "business improves".

Unfortunately it's VERY unlikely their cash flow will ever improve UNTIL....

..... YOU introduce them to your digital marketing partner that specializes in local visibility.

Introduce prospects who've said "no thank you" or "not now" to your digital marketing partner to get them visible in the Google 3-Pack. Then, come back after they've optimized their Google My Business Listing and started their march into the 3-Pack. They'll be thrilled to have your help implementing the techniques you teach and may even have enough cash to engage at your highest level.

What to do Next, Even Before Closing This Document

Google is always changing the way it does things. When they announced in 2015 that the 7-Pack was being reduced to a 3-Pack, it sent marketers and business owners into a tailspin. However, there's no need to worry about what Google does WHEN YOU HAVE A STRONG MARKETING PARTNER.

Review your mental Rolodex. Did you come up with a strong digital marketer with expertise in local visibility? If so, reach out to them and bring them on-board to help your clients (and now your lost prospects) get and maintain a flood of new local customers.



If you don't have a marketing partner candidate in mind, consider adding [Intercept Marketing, LLC](#) to your team. We can be reached at www.InterceptClients.com or you can schedule an introductory meeting with me by visiting www.ScheduleRick.com.

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In Summary

There are plenty of ways to get your clients into the 3-Pack. The key things to remember are to:

- Fully optimize their Google My Business (GMB) Listing so Google can find them for listing at the top of the 3-Pack,
- Optimize their website using Search Engine Optimization (SEO) strategies, and,
- Create location pages on their website that employ all of the same SEO strategies.

When following these steps, it's simple get a business listed in Google's 3-Pack. Of course, completing all of these steps does take a little bit of time. If your clients would rather use that time to focus on running their business, contact [Intercept Marketing, LLC](#) to take over the task for them. This will provide them a constant stream of qualified, inbound leads and keep you employed as their Sales Coach for eternity!

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Rick Barron, is a partner in the Cincinnati marketing firm Intercept Marketing, LLC, specializing in helping businesses grow through the use of direct and digital marketing techniques. He has directly contributed ideas, strategies and tips to transform the revenue of over 100 businesses and organizations since joining Intercept Marketing in 2015. Rick has over 30 years of IT experience and has been honing his skills in website design and conversion since 1999.

Rick is certified as a life coach, is a Distinguished Toastmaster, and enjoys exploring shipwrecks in the Great Lakes and supporting his wife's animal rescue non-profit.