Not a word of this book has been written by Al! (c) KRO Media

Every word of it is sculpted from the blood sweat and tears of working with out our clients in the trenches day in and day out.

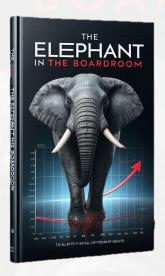


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Introducing the <u>exact</u> strategies and **T.U.R.B.O** system that has generated as many appointments with high quality B2B <u>prospects</u> as they can <u>handle...</u>

Make no mistake the contents of this book are guaranteed to not only contain methods that work... but also you will not have seen **anywhere else** before.

How do we know that?

Because we have kept these methods completely confidential until now... and only used them for the benefits of our clients.

We have decided to make them available for the following reasons:

- Not all businesses can afford our full Done For You Fees (deposit and percentage of sales)
- Not all of you will want a full Done For You package but would prefer a menu style system where you can use our team's expertise on a pick and mix basis.
- Some of you will just want to implement yourselves the methods available in this book.

We want you to have as many appointments with high quality prospects as you can handle... by using the methods that are **working right now**.

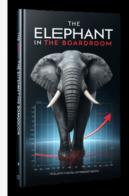


And these are vey different to the selling methods we have culturally and historically been brainwashed to believe still work.

If you still want to use Push and Pitch sales methods (even the lead generation industry still do!) - you are going to need all the luck in the world because you are making talking to new prospects 1000+ times more difficult than it needs to be.

Whether you want (and can handle) **1-4 appointments a month or 50+** this book will take you through how to achieve this without the struggle and effort that most sales people are experiencing in today's brutal B2B landscape.

And its irrelevant whether you are The CEO of 1000+ employee company, an executive responsible for a sales' teams performance or if you run an owner owned business... the methods and principles contained herein... will make prospecting and gaining appointments with exactly the right prospects... so much easier.



"Chris trained my team of 12 on how to connect with high-net-worth individuals who were ready and able to invest in our products. Since implementing his methods, we've generated around £665,000 in sales. The results have been incredible. Truly outstanding service." Mark RCP

One of the main problems of Push and Pitch selling is that we have been taught to believe that we need to uncover and exaggerate *PAIN AND PROBLEMS* deliver a good sales presentation.

The problem with that approach is that prospects have become immune to it. Most ads and sales communications start with trying to uncover the pain you are currently experiencing.

But the undeniable fact is when you have seen this a thousand (or many more) times it alerts our bullshit detectors and it automatically (and often subconsciously) condemn the pitch to the bin before it's **even considered**.

We all do this and this will seem a familiar practice to you.

At this point we are going to so something completely different and give you the **results** our team gets for our clients **first**.

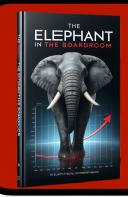
Most sellers hide the results until the end of a book. Not this time. What is the point of you considering **new** methods of B2B selling in the current climate if you don't know the results **first** so that you can choose whether to invest your valuable time.

When you see these results... it's likely that you will think... "I want those sort of results for *my business*..."

Then you can also decide how you might want to work with us either on a Done By You (DBY), Done with You (DWY) or Done For You basis



Current KPIs across all verticals

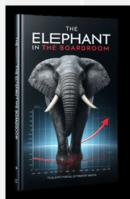


KPI's for getting appointments and sales for our clients



- For every 1000 Virtual Befriending processes (VBF's) we initiate with target prospects
- We generate 855 connections (we use our team's LinkedIn accounts)
- From 855 connections, we engage in 569 problem-based conversations
- From 599 problem-based conversations, on average we generate 25 -31 appointments/surveys
- Currently, clients across all verticals close 32% of the appointments we generate
- This is just under 10 sales
- Depending on the value of your service sold, we generate as many appointments as needed to go way past any agreed target minimum

Now if you run sales teams or do reports - you will immediately realise this is an exceptional level of results in the current B2B scenario.



"Chris first reached out to me on LinkedIn about 4 or 5 years ago, but at the time, I couldn't afford the services. Fast forward - my business had grown, and I decided to give his team a shot to help take things to the next level. They delivered \$20,000 in sales by the second month (which was our agreed guarantee), and by the end of the campaign, they'd generated a total of \$86,000. Communication throughout was excellent, and I couldn't be happier with the results." Sam RVA

This is why this needed to be explained first - you will realise that the rest of this book is worthy of your attention and comprehensive review.



Click here now to see details of our range of services tailor made for your circumstances





The results of the 8000+ B2B sales survey



So now is the time to introduce to the results our 8000+ survey of B2B companies and executives.

This is not shared from the point of view to create pain - merely to give you insights from the general issues that are the bedrock of selling in the B2B space today...

The following additions (in red text) relate to our updated survey results of the last 6 months...

- If you're over-reliant on referrals for new business So are 79% (now 87%) of other B2B businesses
 - (If you are over reliant on referrals it normally manifests as feast and famine of new clients. This is because you are not in control of generating new business).
- If you or your team use LinkedIn for prospecting and do not get enough high-quality prospects to talk to you - this applies to 91% of B2B's (now 95%)
- If you are using funnels or webinars to drive prospects 81% agree (now 91%) that results have been significantly tailing off from these methods recently.

- If *prospects 'ghost' you* on LinkedIn or elsewhere... that also happens to 67% (now 81%) of other businesses
- If you've used automation software or third-party 'lead gen' services and it hasn't worked for you 72% (now 91%) are also in exactly the same boat.
- If your sales are declining or you are running harder to stand still
 over the last 2 years... 84% (now 92%) find themselves in a similar
 position

And all this *hard data* has led to one overriding and totally undeniable conclusion...

Getting to talk with high-level executives, owners, and founders in the current B2B environment is getting tougher by the day... even the HOUR





"We're really happy with the video B2B Engagement Consultancy produced - it captured exactly what I had envisioned for our company. But what truly set them apart was the detailed guidance they gave us on how to actually use the video effectively. That's where the real value came in. Big thanks to the team." Mark GForce

But, as stated before, review these results and see what most applies to you and your organisations sales efforts.

Only then can you review the strategies that follow and apply them to the areas that are relevant *to you*.

Before introducing the T.U.R.B.O system in detail - here are some of the methods the uninitiated try to use to get round the *hyper sales resistance* that exists today...

Other wise known as:

The Sales Strategies of the Numpties in response to Hyper Resistance (also otherwise known as using yesterdays strategies in a changed new world)

1. Try harder/Be faster

They try to do things quicker - get their messages and content before more people - or the same people more often. They use automation, AI, outside lead generators, affiliates etc

But all this does is make sure they become part of the problem - it is not the solution. You're making the pissed off more pissed off (That's the British language version! (a). And so the cycle continues.

The numbers game should be consigned to the bin. It's yesterday's option in a changed world. It only creates mistrust in today's environment.

2. Taxi driver/hairdresser messaging.

"Hello, how are you doing?" "It's been a great summer have you had your vacation yet"? "I wondered if you'd be interested in meeting up for a coffee", "I am not trying to sell you anything but looking for information about..."

We all get messages on LinkedIn all the time. All from people with their brand logo clearly visible and actively selling their wares in their profile.

Come on! Who are you kidding? Everyone can see they have a sales agenda and they are just trying to engage in conversation with that end. Prospects are now so distrusting that they can see this coming a mile off.

Prospects have become more skilled in rejecting a sales approach even



to see details of our range of services tailor made for your circumstances



before you can say 'Hello' - especially if you are using old sales methodologies or even diluting them with conversational froth.

3. Quality Content

In theory, this can help. Prospects see a quality content piece that solves a problem and they contact you for more information, help, etc. But the problem with this is everyone else is doing it. And with the exponential growth of AI, it's only going to get many, many more times difficult to get your content seen - even if your potential audience weren't as wary as being in a jungle full of tigers! Content is not getting enough prospects to engage. Those days are gone.

Your prospects and audience have been and continue to be highly trained to have the attention span of an insect.

So content isn't and never will be the answer either. Although it can support the right sales methodologies for the new age - it isn't the main sales strategy - and can't sell for you. (If it even gets read or consumed)

4. Using Lead Generators/Appointment setters

Again - great in theory. Someone else does all the prospecting effort and you get the lead or the appointment to convert.

The problem is these third-party providers - don't understand the new age of maximal sales resistance - and use push faster, pitch, pitch, pitch methods through a multitude of platforms and advertising

And what's even more telling is that they all want to be paid by the lead. This inevitably means they are not motivated to provide the only leads that count - the ones that lead to new business and sales.

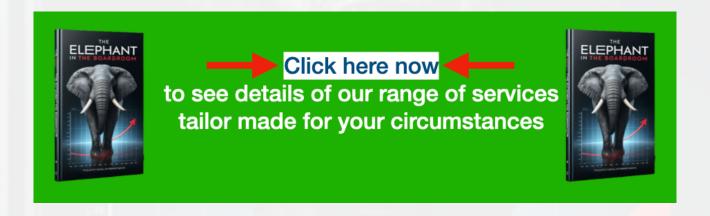
The lead generation industry has an awful reputation - quite rightly - and this reason is the main culprit. It leads to them providing low-quality leads (which they are paid for by the lead) that don't lead to sales and it all becomes a short-term relationship at best - and actually is just a race to the bottom.

And then... to make matters even worse... they then sell the poor quality forced leads to as many 'clients' who are desperate enough to pay for them. In other words now you have your competitors getting exactly the same prospect information as you... which means you get told to 'go forth and multiply' if you are the person contacting them for the nth time!

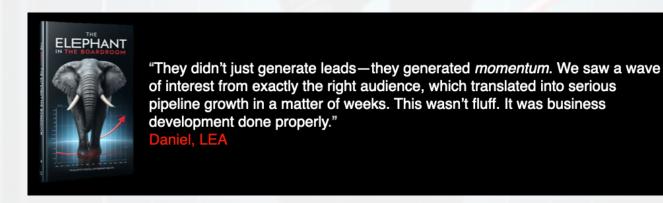
Is it any wonder our survey showed that a whopping 91% of B2B businesses that used lead generators or appointment setters were not satisfied with the results?

And, make no mistake, your prospects are as tired as you are of receiving connection requests from people with a very thinly disguised sales agenda. We all, at some point, have pressed the connect button on LinkedIn and instantly regretted it - as then the inevitable irrelevant sales pitch is delivered in a nano-second with incessant follow-ups.

Now I know **YOU** don't (or don't want to) operate like that. But that's not the point.



The people who have been and continue to sell irresponsibly have damaged the B2B sales landscape forever. They're mostly responsible for creating the age of *HYPER-RESISTANCE*.



Your prospects are more wary of any sales approach (even if it may help them) than at *any* point in history.

They are beat up and fed up with the daily barrage they have endured for years.

And this cycle is only *teaching* us (and our prospects) to be more wary of *any* sales approach.

To be fair most of us are aware of this - but here's the key point...

If we're honest, we don't really know how to overcome it. And that's the reason for all the struggle. It's why B2B's are not getting the quality appointments they used to.

The HYPER RESISTANCE cycle has to be broken for new business appointments and sales to thrive.

Because if you had 5 or 10++ or more ideal prospects to talk with (a month, a week, a year, etc) - ice both know it would grow your business exponentially.

So how do you make all the HYPER RESISTANCE work your favour

Just an important point first...

Our team of 17, use LinkedIn as their preferred platform for over 80% of our lead and appointment generation.

There is no need to worry if you have used LinkedIn before and it hasn't worked as well as you'd hoped. It doesn't even matter if you are still using it now.

But the fact is all your B2B high quality prospects are on LinkedIn. Its the biggest detailed database and all your prospects can be found on it with





some advanced search parameters.

For clarification, there is **nothing** wrong with LinkedIn. The problem is it has been abused by Push and Pitchers for years. They are the ones responsible for spamming the arse out of LinkedIn - openly aided and abetted by automation software, ridiculously old fashioned sales methods and now AI.

All these **tools** do (both the automations **and** the individuals **3**) is accelerate spamming, pitching and pushing.

The **tools** are part of the problem and not the solution. Outcomes and results are the only solutions - not the Tools.

Agreed?

So what's our blg advantage? Who are we to say we've got B2B sales figured out, whist 90% of those trying are overwhelmed and not getting the results they deserve?

The Surveys we have done is only small part of our history.

We recognised the trends that were affecting B2B sales both pre and post covid.

And then got to work on potential solutions.

Taking years work of data of working in the trenches on LinkedIn and video marketing... we came up with the concept of the Virtual Befriending (VBF) for short.

Which takes traditional B2B sales approaches and stands them on their head.

Because we realised after **years** of effort, trial and error and data completion (and surveys) that unless you find solutions to **HYPER RESISTANCE**...

You are 'pixxing' in the wind...

And this is the reason everyone... including you... are finding B2B sales a lot more challenging than they were.

And the T.U.R.B.O system uses LinkedIn differently to get the results in



the age of HYPER RESISTANCE..

This is a big difference most just don't get.

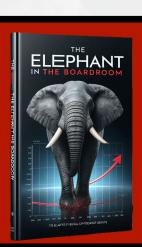
And now it's time to turn this to your advantage.

Here comes the system and its explanation...

It's very different to anything you've seen before. Its allowed us to build a team of 17 people who all build our clients appointments and sales.



Introducing the T.U.R.B.O system for B2B Appointment & Sales GENERATION



is for TRUST.



Now this might sound a bit simplistic.

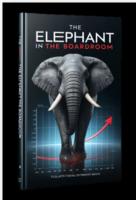
Of course we all need trust.

The question becomes how do you get trust is a sea of mistrust and Hyper

Sales Resistance when everybody's trying to ignore or reject anyone with anything to sell?

Just how do we get trust from a potential prospect?

Firstly, you have to find the right prospects (more on this later).



"What impressed me most wasn't just the number of leads - but how targeted they were. These weren't just warm contacts; they were decision-makers in exactly the right markets. The campaign paid for itself multiple times over, and the strategy behind it was smarter than anything we'd seen before."

Clinton, CWA

But assuming they are a high quality prospect how do you get their attention and most importantly, their *trus*t?

So let's assume (for now) that this ideal prospect is **not** a connection yet on LinkedIn.

What would most people do who had something to potentially sell to them? First they would try to connect, right?

We all get these connection requests. A lot these days (because of hyper resistance will try and camouflage the real reason for connecting) usually something like...

"I have been following you for a while now and..."

"I see we have a lot of mutual connections and thoughts would be a good idea to connect"

"It would be good to be part of your network..."

And many derivatives you will have seen. When the *real reason* for the connection is they think they get free reign to spam you with their pitch when you become a connection.

If you are like most people you look at their profile to see how professional it is and what they do before connecting. And *decide* whether to connect or not.

Here's the issue...

If you're branding, your profile, your content and your comments are always trying to sell... you're unlikely to get the connection.

The fact is according to our full survey a lot of people now ignore connections requests from people they don't know... *automatically*.

That is how bad things have got.

So how can you create trust in this sort of environment?

Firstly you can't smell of being a sales person!

And this isn't easy when everyone expects you to be an 'under cover' sales person **by default**!

So heres's what you do to develop 'instant' trust...

Do not connect with your prospect for at least 2-4 weeks

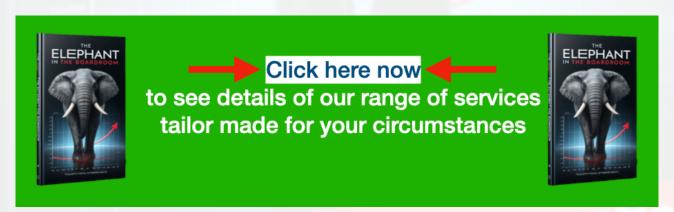
If you take the opportunity to like, comment, share and ask questions BEFORE you connect - with no intention to sell... it positions you perfectly for when you do connect 2-4 weeks later.

This brings at least 100% better results especially if you **don't** do this from your own branded profile.

As target prospects are **so** sceptical (yes that is the way we spell it in the UK) ... even just your branding can lead them to believe you are only contacting them because you have something to sell.

More on how to do this later...

Just this act of not selling *(even more so from an unbranded profile)* creates instant trust because you are not trying to sell them something during this critical initial period of contact.



This is **exactly the opposite** of what rushed sales people try to do. It negates resistance and creates instant **trus**t

After you connect, because you have built a bridge of trust and have clearly not tried to sell to them... they become disposed to connecting and having engaged conversations!

But please, please don't try to sell to them at this point either... as you will have undone all your hard anti sales resistance work.

Ask them genuine questions about problems in their business. Particularly around the area of your expertise.

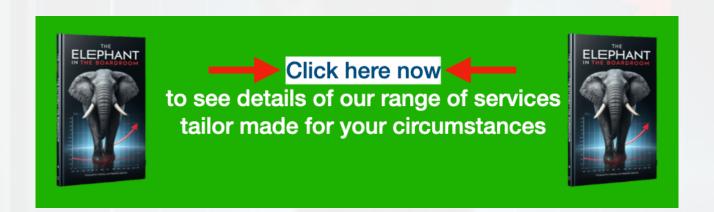
Finish the conversation with a question similar to... "Would you be interested in speaking to someone I know who can help you with that?"

And you recommend someone (either yourself or a team member of your branded presence at that point).

Voila! You have a referred appointment with a very high quality prospect

The key is to have an unbranded account to work with.

But how do you do that?



... is for 'uiqueify' - now this goes completely against the current thinking of what's necessary to sell on LinkedIn

This is going to take you through some unusual steps you will not have thought of... let alone done before.

When we start this process for our Done For You clients - we always use *OUR* team's unbranded LinkedIn accounts to initiate our targeting and connections - which is a unique process.

This is because there are some **serious** issues and downsides with using your or your team's existing profiles when prospecting on LinkedIn.

HYPER-RESISTANCE is so overpowering that even the branding, logos, images, and your written profile, overtly demonstrate a sales agenda (so it should by the way - it is your profile). But by demonstrating what you do and sell - it automatically creates **HYPER-RESISTANCE** in the current climate.

Below is an example of one of our team member's profiles... so you can see how we do things...



About

Do you have specific problems in your business that you would like to overcome now?

I am ideally placed to introduce you to the ideal professionals from my network. There are no fees or obligation – just an introduction to a high level professional that could help.... ...see more

If you approach prospects using branded profiles they will assume they know what you do and they don't want to be approached with your sales agenda - as a first but powerful reflex action. They are busy, they don't know you, they are fearful, and they are firmly in the 'not-interested' mode at the surface level.

Of course, it is true that a minuscule percentage will be ready to buy your services now (or at least enquire) after seeing your profile - but we're talking here about approaching **new** prospects - that might be generally targeted (more on this soon) and therefore are habitually in the not-interested/reject mode as first default.

This means if you contact those in not-interested **now** mode through your profile - you risk losing them forever. Simply and only because they are in their habitual 'do not disturb' mode. But once you've approached them and been rejected just once it makes it almost impossible to engage them again.

STEP 1 - Set up alternative unbranded LinkedIn accounts.

Alternative? Absolutely, yes.

These might be members of your team who don't have branded LinkedIn accounts that you can set up... or you can legitimately buy aged LinkedIn accounts from sites we recommend. (There are definitely ones we don't) **Contact us** if you would like to be introduced - we want to keep our sources confidential and not leaked or bombarded.

Think of this account as if a freelance agent was working with you... but using the TURBO system. Whilst they are seen as outside your usual sales channels... the only this this profile does is use the TURBO system and recommend you as the solution to a problem they have uncovered using these ant sales resistance methods.

The key to this is to keep them professional (use images etc) but unbranded - so they look highly professional - but anyone who views the profile purposely *cannot* see what you sell.

Here is an example below...

Please remember you are NOT selling anything in this profile - just telling others about people who can help with current problems.

Get people from your company to make connections but it's important that

you give the profile a senior title - here are some of the titles we have used previously...

Senior Networker
Client Communications Lead
Director of Client Services
Senior Corporate Communications Specialist etc. There are many more that can be used with some creative thought.



**BIG DISCLAIMER - it's important to state upfront, now that there is absolutely no intention to be duplicitous or mislead people by using these different accounts. They are merely going to be used as 'buffers' to get around *HYPER-RESISTANCE*. There are no shenanigans or deceptions necessary, as you will soon see.

As you can see from the example profile it's best to describe the person in this profile as a networker or communications specialist etc who helps businesses solve problems by making introductions to the right sources without fees or obligations.

State that the person has expertise in 2 or 3 key areas and one of those areas should be your sector. So, for example, if your business specialises in SAAS solutions for fintech companies you mention this as an area of expertise in the profile.

Include anyone else you know (friends, colleagues, etc) so the profile does not completely 'smelling of paint'. For prospects that take us up on one of our packages - we will help by getting members of our network to connect and like the profile

This method can often seem alien at the start i.e. using a profile and account outside your brand... **but it only works**. If you need results rather than preserving with old methods that are making it more difficult in the current climate.

It just takes some adjusting and trial and error.

Remember this sits outside (but alongside) anything you currently so. So does not restrict or conflict with existing channels.

You can buy aged and verified LinkedIn accounts, from various sources to set up this additional account. It can be done but its not the easiest route.

We use our team's actual accounts which is safer and more organic - plus the strategic expertise and experience we possess.

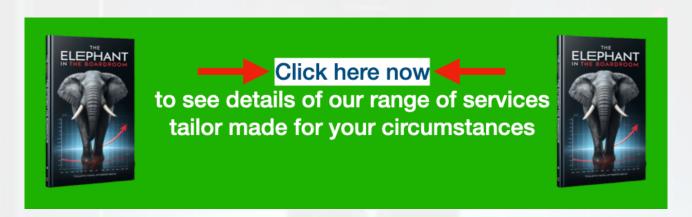
PLEASE NOTE: The setting up of an alternative LinkedIn profile like this is automatic as part of our Full Done For You Project...

The rest of the T.U.R.B.O system takes you though how to build on this approach and appoint ideal prospects

We have 17 team members (and growing) that use this approach to develop appointments every single working day. And you can see the results we get from this in the review of our KPI's (Key Performance Indicators) in our KPI section of this book (if you have not already seen it).

'R' is for Rapport.

Rapport - so you've created an initial level of *Trust and Uniqueness*... so now how do you now create RAPPORT?



Take the time to like, comment, compliment, and share their posts - without expecting anything return for at least 2-4 weeks before you connect.

Refuse to connect for at least this time period - unless they connect with you.

This is the exact opposite of what sales people do who always want to rush to pitch a sales agenda. This is a big factor in creating trust and rapport.

Also, join the same groups and just be visible.

Find out background facts. Are they hiring? Whose posts have they liked? How often do they post?

All this information will be useful later.

Then wait at least 2-4 weeks before you send a connection request.

We now get an 87% connection request rate across the board for our clientsall because we take the time not to sell and build rapport FIRST.

This is a prime example of focusing on strategy and *results* rather than rushing to hit them with sales message.

No lead or appointment generator (that we know of) does this. They mistakenly think that rushing the sales process is the only way forward when it has the complete opposite effect in terms of results.

'B' is for virtual Befriending (VBF)- our proprietary unique system that cuts through sales resistance.

Befriend - the start of this process is connecting with your prospect after that 2-4 week wait. Sometimes we wait 6 weeks. As a rule... the tougher the market the better it is to be patient.

When you send the connection request and after it's acceptance- **DO NOT** sell!

Simply say, something like - "as we have got to know each other lately - I thought it would be good to connect"

It's as simple as that. Rushing this process is the enemy - simply because you will then 'smell like a salesperson' with a sales agenda as your first intention.

Get it?

Good!



Click here now to see details of our range of services tailor made for your circumstances



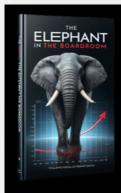
Because if you do this (as we do for our clients) you will get a HUGE 89% connection rate. This is completely unheard of.

Why does this work? Because you've done the opposite to what 99% of LinkedIn users do.

You've taken the time to build a bridge of trust before sending any sort of sales message or even trying to connect with them.

It took years of experimentation and testing to refine this strategy. It takes time but it works.

It's the exact opposite to the rest of the world who are rushing to get their sales messages in front of their prospects.



"What stood out was how quickly they understood our market—and how precisely they built the messaging around it. We weren't wasting time explaining our offer over and over. The leads came in already aligned with what we do. That's a huge time and energy saver for our team."

Adam, FPAS

But do you know what else it does?

It separates you from the sales actions of your competitors. You are seen as a refreshing breath of fresh air - as more professional than your competitors **and** most importantly it earns trust, **RAPPORT**, and gets you **engaging** once again with your best prospects!

is for Offer... and the last component of the T.U.R.B.O system

So, ok what will you do with the 89% connections you get?

You still do **NOT** pitch to them!

You ask them questions... and because you have taken the time to build a bridge of trust - they are much more predisposed to answering these questions.

Usually our team will start off with questions about them or the content they have published... but always with the aim in mind of asking them about questions that our clients specialisms solve.

"What has been your focus for the last 12 months in helping your business grow?" - is an excellent questions if we were representing a business consultant through one of our teams' unbranded accounts.

Or another example... "what is your biggest challenge around xyz?"

And then delve but in a non-intrusive way, with more questions.

You will find a problem or problems they want to solve. It works like a dream.

When you hit on a problem that's really causing them pain - simply say. "I know someone who can help you with that"

This is how the *Offer is constructed* - and then it is so easy to arrange the appointment from there.

This then positions the person who takes the appointment as a **recommended expert** in an area they need help

That's 1,000 times better positioning than trying to approach them from the angle of being a pushy salesperson (or automatically being assumed you are!).

PLEASE NOTE: We do test our approach questions for each project, client, or sector we are working with.

We will initiate 4 or 5 questions based on both client and AI input and A/B test them to see what gets the best response. We test 2 at a time and the winner becomes the 'control' and we will test the next against the control. This way you know what works best and consistently get the best responses from prospects.

This approach takes time. It takes work. But no one is doing it - and it will get you as many appointments with ideal prospects as you can handle. Not a bad deal is it?

In conclusion in this section - B2B sellers crave real conversations with real people who have problems their products or services solve. Real human interaction is based on trust. To get appointments you have to gain attention and *TRUST*.

Here's the thing...

All the AI, automation, and clever software in the world can never create **trust** like real human interactions and personal engagement can.

Here at B2B Engagement, we have created systems and methods to create trust, *before* engaging, by talking about problems and not selling. *EVER*.

We are the only specialists out there who have found a way to consistently beat otherwise crushing **HYPER-RESISTANCE**.

Conclusion:

You now know the reasons and the tools to use to overcome rife **HYPER RESISTANCE**.

You can take this book and implement the above steps yourself. You will still have an implementation and learning curve before you get new results.

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