

## Welcome to Outbounding!

I'm Skip Miller, the author.

Outbounding is a strategy with tactics that will make you better at the point of attack, and tools that will sustain for the long run, which will make you feel confident and in control of your outbounding sales skills.



By reading the book or taking our courses, you will

- Overcome the mental blocks that are preventing you from reaching out to people who need your help
- Feel confident that you have a clear, consistent Outbounding plan that generates results
- Have started to build the skills you need to execute that plan

Bottom line, you'll know what to exactly say in those first moments when emailing or speaking with your prospect

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Ok, to do this, the book and the on-line courses are broken into three sections.

Section 1 – This is the foundational knowledge area. You'll get into the head & heart of your buyer, so you:

- Internalize the real value you offer,
- Learn how to best help them achieve the outcomes they desire, and
- Will see that buyers need to change what they are doing, and people hate to change.

That's a great start to your foundational outbounding knowledge.

In Section 2 - You'll build your process. That is the cadences and sequencing you'll run for your Outbounding efforts – the repeatable system top salespeople and top outbounding companies use to drive consistent, predictable results.



And in Section 3: you'll build your messaging muscle.

Most emails and messages are too long and too much about hmmm, you...and this has to stop. You will read about real words you'll say and questions you can ask that will cause your prospects to sit up, listen and take action.

Finally, the book and courses close with exactly where to go from here, so you can turn your new skills into lifelong habits.

I wrote Outbounding because so many sales people struggle with it.



They don't want to be pushy or they hate rejection. I know I did when I was in sales, and so do many of the sales people I talk to today.

They have become so dependent on inbound leads, that now with their pipeline not where it needs to be, they have to start outbounding, and they don't really know what the best practices are, so they delay or just do a very weak attempt.

So, if this is you or your team, help is on the way.

