

**From:** Jeffrey Sleete <jeff@sleetesales.com>  
**Sent:** Thursday, January 26, 2023  
**Subject:** Batting practice for Sellers 1/26/23

**Thursdays: Batting Practice...**

Refreshers on the "How-To's" of Sales, Prospecting; Landing Appointments; Getting into the C Suite; Closing; Objections and more!

**From Sleete**

**TAKING ACTION**

I have stolen a line shared with me by a good friend Kennen Williams, now retired founder of Noll & Associates, a media consulting firm that specialized in management & sales training and sales development. I use it quite often as a subject heading for potential client email solicitations for Sleete Sales Script. Kennen said...

**"Intelligence without action is entertainment."**

For emails I've doctored it to:

**Intelligence – Action = Just Entertainment**

Actionable intelligence is what this consultancy business I have started is all about.

Every Monday in the "Express Checkout" emails, there are links to pertinent business category news that can be used as seeding material for clients and prospects; conversation starters for sales calls; along with category targeting; etc.

Seeding clients with key articles related to their industry or the business climate in general, allows you to bring something to the table. They show you have a real interest in their business and that you are more than just an ad space or ad time peddler.

Back in the mid 80's Stan Marcus president and later chairman of the board of the luxury retailer Neiman Marcus had written an article on the state of retail that was really good. I had it reproduced on a glossy paper stock and mailed it to a client list we had of owners and key principles of local and national accounts we had in Detroit, where I was running a radio station at the time.

The response I got was amazing. I received dozens of letters from CEO's of businesses that thanked me for taking the time to pass on the piece. One hand-written note came from Robert Carlson the President of Crowley's Dept. Store, the fiercest rival of the then market area dominant Hudson's Dept Stores (Dayton-Hudson company now the Target Corp.). Crowley's was a mostly print advertiser, so I used his response to reach out for a meeting. The result was an ad campaign test that worked and brought us subsequent recurring spend from them.

Articles can also lead to intel that you can drop into sales calls or even develop ad ideas around.

A case in point is an article I shared a week ago "Red Robin unveils comeback plan for sales, brand positioning". I hope if you are a market where Red Robin has locations that managers passed this onto their respective, probably national reps on the account, and suggested they use the data to reach out to their contacts.

In the piece, CEO G. J. Hart lays out major errors the brand had committed in the past 5 years including under-investment in stores and deteriorating food and service quality. The brand is in total re-set mode. An increased menu with improved and healthier offerings is on its way along with brand positioning. One such move (not in the article) is the brands partnering with Donato's Pizza to be served in all locations this year. The state of things for Red Robin is reminiscent of Chipotle's debacle not that long ago.

If it were me, national account or not, I would reach out to Red Robin's...

**Amy Woolen**, VP of Brand Marketing,  
[awoolen@redrobin.com](mailto:awoolen@redrobin.com)

...with a letter I would send FED EX.

On the cover of an 8x10 envelope I would print on the outside "**The Bird is the Word**". Inside I would write something to the effect of...

**"The Bird is the Word"**

Dear Ms. Woolen,

The word we hear is that G.J. Hart has told investors the chain has plans to improve sales, customer satisfaction rates and resume net unit growth, during a recent presentation in Orlando.

Mr. Hart said that Red Robin sees an opening to improve its' menu offerings. We assume that moves like the Donato's Pizza expansion

from test mode to all locations is one such example.

In (market name) we have \_\_\_\_ Red Robin location(s) and have ideas that are a perfect fit to enhance Red Robins messaging.

I will be calling to see if I can't share some of those key opportunities with you.

We wish Red Robin the very best as it moves to increase sales and shareholder value!

Will that work? Maybe, maybe not.

One thing is certain however, inaction, sitting on the bench, is far worse than stepping up to the plate and taking a swing!

#### **11 Tips For Creating Sales Growth in Times of Economic Uncertainty'**

[https://www.sellingpower.com/20153/11-tips-for-creating-sales-growth-in-times-of-economic-uncertainty?sp\\_src=smd\\_asset2-title\\_01242023&utm\\_campaign=Sales+Management+Digest&utm\\_source=asset2+title&utm\\_medium=01242023](https://www.sellingpower.com/20153/11-tips-for-creating-sales-growth-in-times-of-economic-uncertainty?sp_src=smd_asset2-title_01242023&utm_campaign=Sales+Management+Digest&utm_source=asset2+title&utm_medium=01242023)

When business is slow, however, many salespeople resign themselves to waiting instead of intensifying selling and marketing efforts. Low sales often disguise opportunities, so take advantage of the chance to restore your selling momentum. The assertive salesperson gets the worm (and the sale), so create your own business boom with this article's suggestions.

#### **Strengthen your public speaking chops in 2023**

[https://corp.smartbrief.com/original/2023/01/strengthen-your-public-speaking-chops-in-2023?utm\\_term=1D979BE9-74DB-40F8-B139-57B9D1DE2C91&utm\\_campaign=711852B1-2E6F-48B3-BBC1-840C812E9621&utm\\_content=D234B2E1-EFF7-4B69-AE52-0BD401B58D03&utm\\_source=brief](https://corp.smartbrief.com/original/2023/01/strengthen-your-public-speaking-chops-in-2023?utm_term=1D979BE9-74DB-40F8-B139-57B9D1DE2C91&utm_campaign=711852B1-2E6F-48B3-BBC1-840C812E9621&utm_content=D234B2E1-EFF7-4B69-AE52-0BD401B58D03&utm_source=brief)

Every word you utter may not be golden, but the audience is invested in what you have to say. Take the time to practice the tips in this article to provide them — and you — a greater rate of return.

#### **How Prospecting Rules Have Changed for 2023**

<https://thesaleshunter.com/how-prospecting-rules-have-changed-for-2023/>

10 tips that you need to be on alert for with regards to prospecting in this new economy.

#### **4 Proven Ways to Get Better in 2023**

<https://mrinsidesales.com/4-proven-ways-to-get-better-in-2023/>

The real Pros are always adapting, learning, and improving.

