



GRANT CARDONE **Sales Training University**

Solutions, Accountability and Training... Just a click away.

Prospecting to fill your pipeline with Grant Cardone

Objective: The objective of prospecting is to fill your pipeline with massive amounts of opportunity. Build your own economy and have an abundance of prospects to close.

All sales people will be able to:

1. Identify where to find prospects
2. Effectively create and work list
3. Fill your pipeline

Prospecting definition: creating a potential customer or client for your product or service.

Prospecting for: clients, customers, opportunity and referrals.

Items Needed for Role Play:

- Management Approved Script found in Prospecting > Warm Calls
- Top 5 objections or questions (no time, call me back, shopping prices, package options, equipment options)

Week One: Basics of Prospecting

Day 1 –

Meeting Segments

- Prospecting Basics > Purpose of Prospecting
- Prospecting Basics > What is it?

Role Play/Practical (15 mins total)

- Management and sales team discuss the total impact and importance of prospecting, how it will grow your pipeline to make you a millionaire. Prospecting is about getting out of obscurity.
- Role Play Management approved greeting script

Example: "Hello John, this is Grant from Acme Corporation. I noticed that you stopped by our website looking to get information on our _____. What are you looking to get information on specifically?"



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Day 2 –

Meeting Segments

- Prospecting Basics > Why is Prospecting Important?
- Prospecting Basics > How To Fill Up Your Pipeline So That You're Affluent with Prospects

Role Play/Practical (15 mins total)

- Discuss the types of prospecting calls and how we're handling them now
- Discuss prospecting equals opportunity and that you will only experience rejection if your pipeline is not full enough
- Identify the time blocks to block out for only prospecting each day and the people who will change your business once you close
- Role play Management approved greeting. Practice handling objection #1.

Day 3 –

Meeting and Segments

- Prospecting Basics > How Prospecting is Different than Selling

Role Play/Practical (15 mins total)

- Discuss
 1. Prospecting should identify a target
 2. Get out of obscurity
 3. Opportunity to know your clients
 4. Get clients to know you
 5. Identify their future needs
 6. When do they become a buyer
- Role play management approved greeting. Drill handling objection #1.

Day 4 –

Meeting and Segments

- Prospecting Tips > Attitude

Role Play/Practical (15 mins total)

- Discuss attitude and the initial connection in how you can help them "How can I help you?" Give, Give, Give. What can you provide that others can't or won't. Service gets you out of obscurity.
- Role Play management approved greeting. Practice objection #2



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Day 5 –

Meeting and Segments

- Prospecting Tips > Activity Level

Role Play/Practical (15 mins total)

- Activity level – how many calls per day
- Role Play management approved greeting. Practice objections #2

Day 6 –

Meeting and Segments

- Prospecting Tips > Expectations

Role Play/Practical (15 mins total)

- Set prospecting expectations for staff
- Role play management approved greeting. Handle objection #3.

Day 7 –

Meeting and Segments

- Prospecting Tips > Commit to Daily Prospecting

Role Play/Practical (15 mins total)

- Build a time block for daily prospecting
- Role Play management approved greeting. Handle objection #3.

Day 8 –

Meeting and Segments

- Prospecting Tips > Time Management

Role Play/Practical (15 mins total)

- Time management – never put the phone down during this time
- Role Play management approved greeting. Handle objection #4.



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Day 9 – Meeting and Segments

- Prospecting Tips > Creative Variety

Role Play/Practical (15 mins total)

- Ways to follow up – make list of creative reasons to make the call
 1. Will be in the area
 2. Birthday
 3. Just thinking about you. Had a product I thought matched your interest.
 4. Strategies, tips or blogs to help your client make their purchase
- Role Play management approved greeting. Handle objection #4.

Day 10 – Meeting and Segments

- Creating Lists For Prospecting > Introduction
- Creating Lists For Prospecting > (management choose category) Role

Play/Practical (15 mins total)

- Discuss where staff will build a list of prospects to work.
- Role Play management approved greeting. Handle objection #5

SOUTH DAKOTA RETAILERS ASSOCIATION
PRESIDENT'S CLUB SEMINAR

APRIL: DEFENDING YOUR BUSINESS

Tuesday, April 23 | Hill City - ~~Wednesday, April 24 | Madison~~

- Good Solutions to Bad Employment Problems
- Successful Advocacy with Policy Makers'
- Cybersecurity Threat to Business

JUNE : EMERGING ISSUES AND OPPORTUNITIES

Wednesday, June 19 | Ft. Pierre - Thursday, June 20 | De Smet

- Understanding Laws Changing on July 1
- Expand and Engage Customers Using Social Media
- Signs and Solutions: Crime in your Business

AUGUST: MODERN BUSINESS PRACTICES

Tuesday, August 20 | Winner - Wednesday, August 21 | Redfield

- Modern Workforce: Finding Employees in New Ways
 - Creating an Online Sales Presence
 - Business Succession Planning

OCTOBER: PREPARING FOR 2020

Tuesday, October 1 | Belle Fourche - Wednesday, October 2 | Vermillion

- Make Way for Marketing in your 2020 Budget
- Making the Most of your Holiday Sales
- Utilizing a Nontraditional Workforce

REGISTER TODAY AT SDRA.ORG

HAVE A TOPIC YOU WANT COVERED? LET US KNOW - EMAIL SERVICES@SDRA.ORG



TUESDAY - April 23rd, 2019 - Management Training
Attending - MaryAnne Whittle
Taryn Edlund

EEO
File

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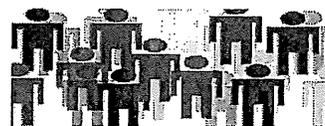
Top Ten Good Solutions for Bad Employment Problems



1

1. Problem - Assuming That Employment Laws Don't Apply to Small Businesses

- ◆ One employee is enough for most claims, including: disability discrimination, sexual harassment, retaliation, wage and hour claims
- ◆ You may have more employees than you think
- ◆ Scenarios
- ◆ Solution



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2. Overestimating What "At-Will Employment" Really Means

- ◆ Yes, South Dakota is an "at-will employment" state. But what does that mean?
- ◆ It does **not** mean employers can do whatever they please.
- ◆ It means: you can terminate someone for any reason you want, *so long as the reason is not specifically illegal* (like discrimination).
- ◆ Scenarios
- ◆ Solution

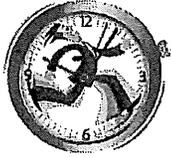


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6. Failing to Stop Employees from Working Off the Clock

- ◆ Again, the presumption is against you
- ◆ "Suffer or permit to work"
- ◆ Common problems:
 - Pre- and post-shift work not captured
 - Text | Emails | Phone calls
- ◆ Scenarios
- ◆ Solution



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7. Mismanaging an Employee's Leave of Absence

- ◆ Many applicable laws, depending on reason for absence:
 - Disability (or family and medical leave)
 - Domestic violence
 - Military service
 - And more.....
- ◆ The lesson? You cannot "just say no."
- ◆ Scenarios
- ◆ Solution



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8. Failing to Address, Correct Employee Performance, Misconduct

- ◆ Accountability
- ◆ Scenarios
- ◆ Solution



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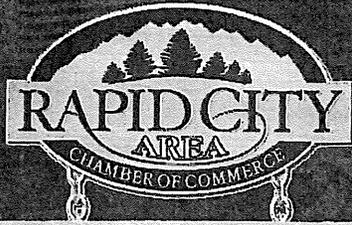
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Thank You!



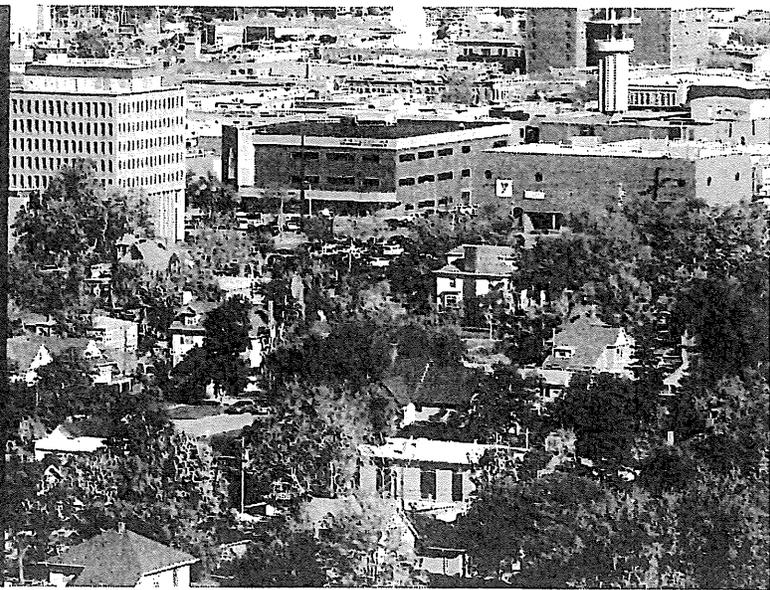
Christopher E. Hoyme
Omaha, NE 68114
P (402) 827-4232
F (402) 391-7363
christopher.hoyme@jacksonlewis.com

13 **jacksonlewis.**



WORKFORCE DEVELOPMENT COMMITTEE

LUNCH & LEARN SERIES



LEARNING
POINT
GROUP

FOUNDATIONAL LEADERSHIP

Discover your role as a work place leader and how you can coach people to maximize the benefit to the individual, your team and the organization.

Tuesday, July 16

Location: Chamber Board Room
Room #207 / Civic Center

\$20 (includes lunch)

TIME

11:30 - 1:00 pm

RSVP

rapidcitychamber.com

Limited Seating • RSVP by July 12

*BHS State
University
EXIT 61
1300 Cheyenne
Blvd
RM 112*

SOUTH DAKOTA BROADCASTERS ASSOCIATION

Attended by
Mary Anne Whitt

71st Annual SDBA Leadership Conference

August 16 & 17, 2019

The Hilton Garden Inn Downtown
201 E 8th Street, Sioux Falls, SD 57103



Carolyn Becker
SDBA Chairman

THURSDAY, AUGUST 15, 2019

8:00am - 12:00pm mt RAPID CITY SALES & JOURNALISM SEMINARS, *Rushmore Plaza Holiday Inn*

1:00pm - 5:00pm ct SDBA BOARD OF DIRECTORS MEETING, *Lloyd Board Room, SF Hilton Garden Downtown*

FRIDAY, AUGUST 16, 2019 - Central Time - all Friday sessions at the Sioux Falls Hilton Garden Inn Downtown

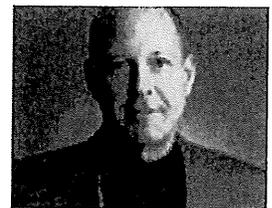
7:00am - 8:00am BUSINESS MEETING / NAB / BREAKFAST *Hegg Board Room*

8:00am - 12:00pm BROADCAST JOURNALISM SEMINAR *Revir C/D*
 "Compelling Stories on a Deadline"
 "The Write Stuff"
 "Social Media: It's Personal"
 Boyd Huppert, KARE-TV, Land of 10,000 Stories



Boyd Huppert

8:00am - 12:00pm BROADCAST SALES SEMINAR *Revir A*
 "Building Relationships Your Competitor Can't Steal"
 "Back to Basics...and Beyond!"
 Chris Lytle, Instant Sales Training



Chris Lytle

12:30pm - 2:00pm AWARDS LUNCHEON *Revir B*

2:00pm - 4:00pm LEADERSHIP SEMINAR *Revir A*
 "Leadership Lessons for Managers"
 Chris Lytle, Instant Sales Training

4:00pm - 5:00pm CLOSING RECEPTION / CONFERENCE WRAP *Revir B*

SATURDAY, AUGUST 17, 2019 - Central Time

8:30am SIOUX FALLS AIRSHOW
 11:00am Gates open and shuttles begin
 5:00pm Airshow begins with parachute jump
 Gates close

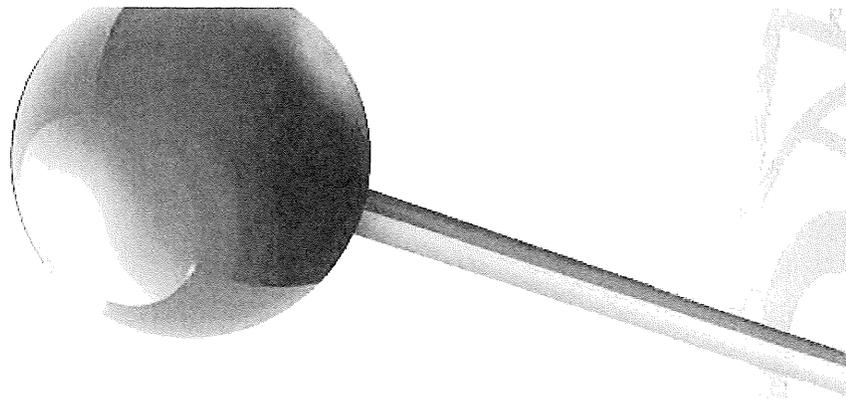


RADIO SHOW

Produced by RAB and NAB

**RADIO'S
ULTIMATE
DESTINATION**

September 25-28, 2018 | Orlando





MaryAnne Whittle <maryanne.whittle@thehomeslicegroup.com>

Your 2018 RAB/NAB Radio Show Registration Confirmation {NAB182:1613}

1 message

2018 Radio Show <email_confirm@confmail.experient-inc.com>
To: MaryAnne.Whittle@thehomeslicegroup.com

Wed, Sep 19, 2018 at 6:37 AM



September 25-28, 2018 | Orlando



*** Please do not reply to this e-mail. It was sent from an automated system. ***

Confirmation

Thank you for registering for the 2018 Radio Show. Please print this email for your records. It is your receipt and confirmation.

Profile

Confirmation ID: 1613
MaryAnne Whittle
Homeslice Media Group LLC
660 Flormann St
Rapid City, SD 57709



To receive your badge, please bring this confirmation to onsite registration, located in the Hilton Bonnet Creek and scan this barcode at any Express Registration counter. Valid Photo ID will be required.

My Purchases and Payments History

MaryAnne Whittle

Registration Type: Conference Registration, Advance

Description	Item Total
Advertiser Breakfast Included (Qty: 1)	\$0.00

2019 Black Hills Stock Show Agribusiness of the Year: KBHB Radio

News | January 28, 2019

Brenna Ramsden, Freelance Contributor



61st Annual Black Hills Stock Show® Agri-Business of the Year Honoree for Banquet & Ball, KBHB Radio. Pictured, l-r: Marguerite Kleven, Dean Kinney and Dana Caldwell.

Daily livestock reports, Ronnie Milsap, breaking news and national headlines can all be found in one place: 810AM also known as The Big 81. KBHB has been on the air since 1962 and still serves South Dakota as the only farm and ranch station in the state of South Dakota. This year, they are honored as Agribusiness of the Year during the Black Hills Stock Show.

Started by legendary South Dakota Broadcaster, Les Kleven and his wife Marguerite, KBHB has been a staple station in Sturgis since day one on the radio waves. According to news director Gary Matthews, KBHB has always been a farm and ranch station, and today, the content isn't much different than it was more than 50 years ago.

"Since day one on air we have reached out to producers and aired the livestock reports for area sale barns," said Matthews, "Most radio stations didn't do that, and even today they don't always do that."

According to Matthews, producers from South Dakota, North Dakota, Wyoming, Montana and the Nebraska Panhandle advertise on KBHB. While the station is a staple of the Black Hills, it serves producers across the Western Plains. Not only does KBHB air the farm reports, listeners can expect local and world news at the top of the hour and breaking news as it happens.

Matthews recalls reporting on the 2013 winter storm called Atlas. KBHB joined the South Dakota Stockgrowers Association to help producers during that time. Reporting on breaking news and running radiothons to raise money are two things KBHB has been doing for years.

In 50-some years of broadcasting, the station hasn't changed much, maybe partly because it has only had three general managers in that time. Operated by Les Kleven until 1989 and then by Dana Caldwell until 2001 and finally by Dean Kinney from 2001 to today. The changes in location and management haven't swayed the station from its content or delivery of news.

"Reports show that terrestrial radio is one of the most listened to things in the car," said Matthews, "Event today the average radio station is one of the most highly listened to formats."

Matthews says the introduction of social media has only been a tool to KBHB in recent years. Through Facebook Live they are able to deliver breaking news and weather updates, a bigger audience is drawn to the KBHB Radio Auction through Facebook pages and the idea is to drive traffic to the radio. Matthews says the social platform has also been beneficial in the advertising part of the company as well, helping to deliver packages to ranches and sale barns who advertise with KBHB.

"The future looks really bright," said Matthews.

When asked about big goals or changes in the future, Matthews replied, "We don't plan on changing a thing."

While the content and structure of the station hasn't changed, neither has the weekly KBHB Auction. Some call it the longest running radio promotion in South Dakota, as it started more than 35 years ago. Each Saturday listeners can bid on and buy identical songs that merchants have traded the station for advertising. The connection and support that KBHB offers local producers, and that producers offer KBHB is the backbone of the business.

"We do what we do because we want to," said Matthews, "We want to help to keep the producers going"

Today, nearly 20 people are employed at KBHB, continuing the farm and ranch radio tradition. The station will be honored during the Black Hills Stock Show at the Stockman's Banquet and Ball on January 26 at the Ramkota hotel. Marguerite Kleven, who is still a resident of Sturgis, is expected to attend the event as well.

KBHB is a member of the Homeslice Media Group and can be found at 810 on the AM dial.